

Look...Up in the sky! It's absurd...it's insane...it's super...



NO. 24  
APR 2022

# MAD







COVER ART FOR MAD #199  
ORIGINALLY PUBLISHED, JUN 1978  
ARTIST & WRITER AL JAFFEE





Jaffe



SEVENTY YEARS OF HUMOR IN A JUGULAR VEIN

# MAD

NO. 24 APRIL 2022

**WILLIAM M. GAINES** FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSISTANT ART DIRECTOR

- 02** A MAD Look at Dogs, MAD #129, Sep 1969
- 05** The Proverbial Postal/Pooch Parable Part I, MAD #305, Sep 1991
- 06** The MAD World of...Pets, MAD #498, Feb 2009
- 09** Gift Catalog for Spoiled Rotten Pets, MAD #282, Oct 1988
- 13** The Proverbial Postal/Pooch Parable Part II, MAD #305, Sep 1991
- 14** Grimlins (MAD Movie Satire), MAD #249, Sep 1984
- 21** Spy Vs. Spy, MAD #64, Jul 1961
- 22** Would It Kill Your Pet...?, MAD #334, Mar/Apr 1995
- 24** A MAD Look at Pet Owners, MAD #147, Dec 1971
- 26** Practical Joke Items for the Pet Hater, MAD #319, Dec 1993
- 28** Some of Your Pet's Peeves, MAD #522, Sep 2013
- 30** Willies (MAD Movie Satire), MAD #149, Mar 1972
- 32** Urine Trouble: What Your Pets Really Do While You Sleep
- 37** MAD Solutions to Big City Doggie-Do Problems, MAD #172, Jan 1975
- 42** Songs of Pets, MAD #116, Jan 1968
- 45** The Proverbial Postal/Pooch Parable Part III, MAD #305, Sep 1991
- 46** The Lighter Side of Dog Owners, MAD #80, Jul 1963
- 50** Specially Trained Dogs for Everyone, MAD #333, Jan/Feb 1995
- 52** The Pet Peddler, MAD #441, Nov 2001
- 54** Overheard In Doggie Heaven, MAD #521, Jun 2013
- 56** What if Dog Was One of Us?, MAD #520, Apr 2013



**CONTRIBUTING ARTISTS & WRITERS** The Usual Gang of Idiots

**INSIDE BACK COVER** A MAD Fold-In by Johnny Sampson

**VARIOUS PLACES** Drawn Out Dramas by Sergio Aragonés

**COVER ARTIST** Ed Steckley

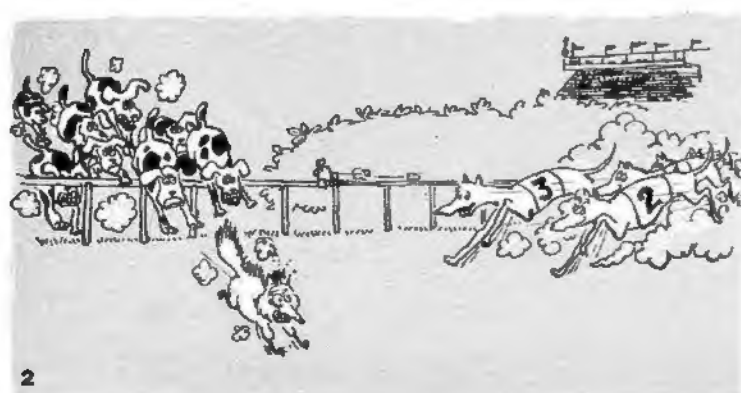
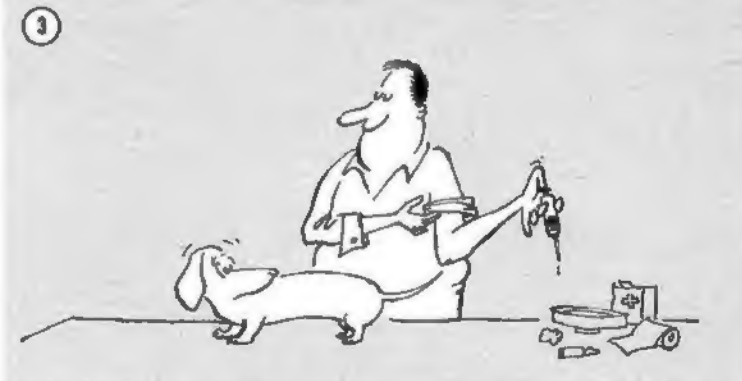
The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

CONTENTS



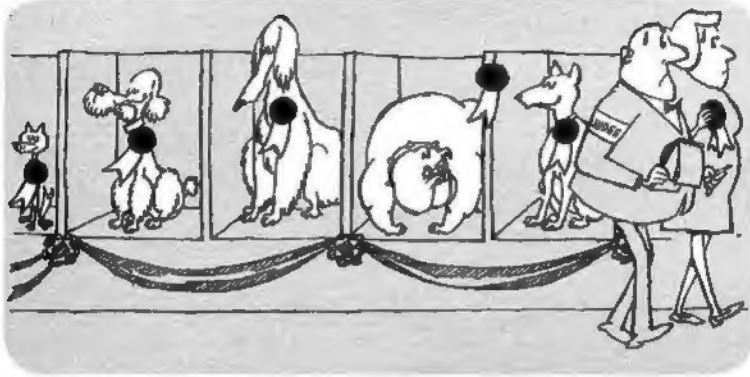
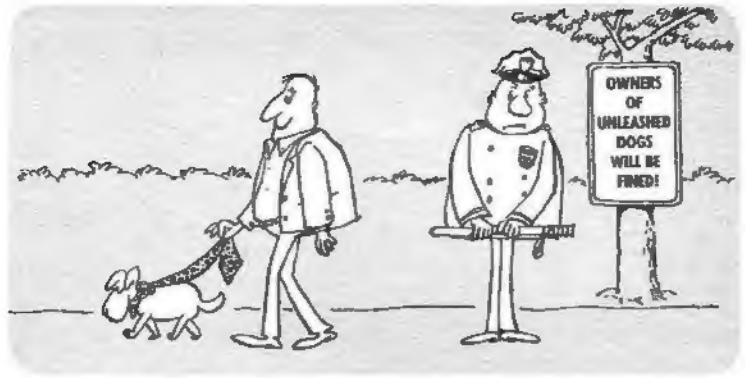
SERG-IN GENERAL DEPT.

# A MAD LOOK

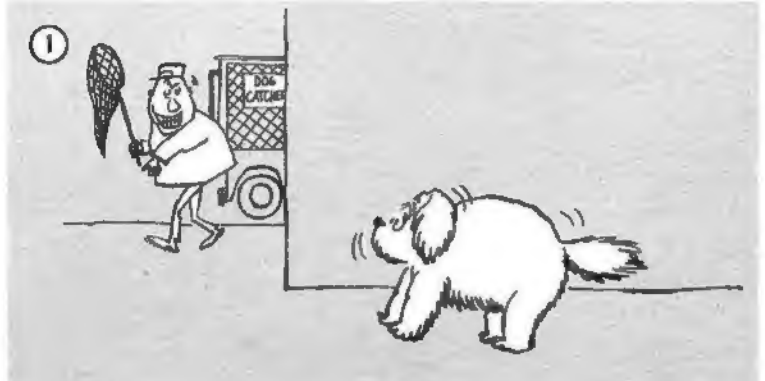
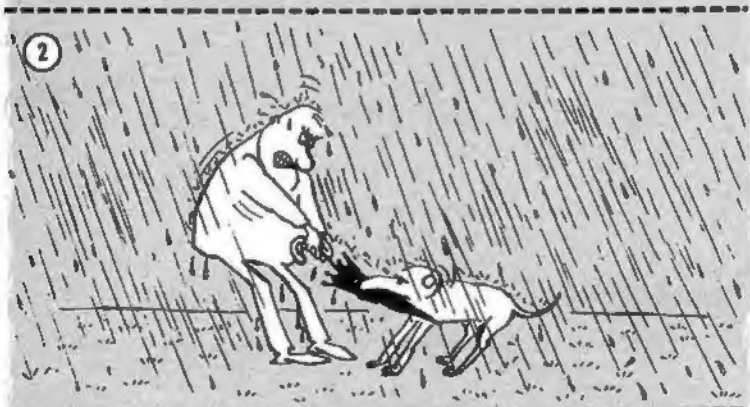


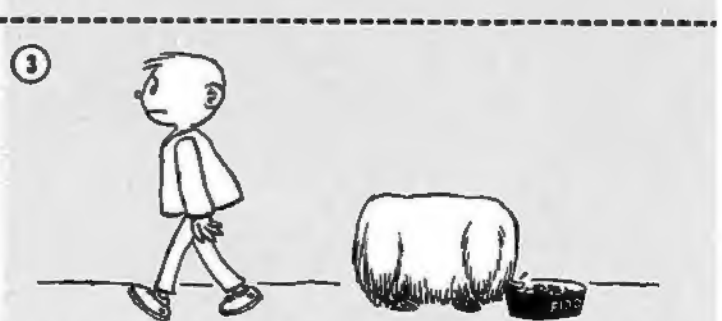
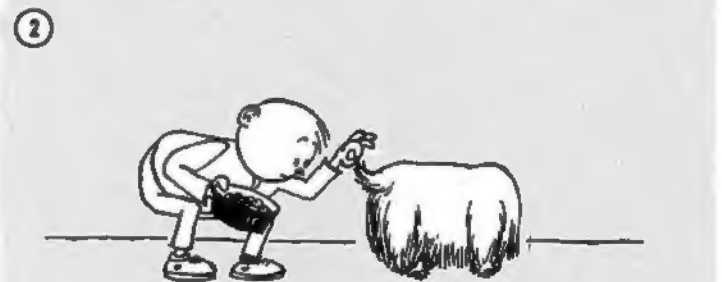
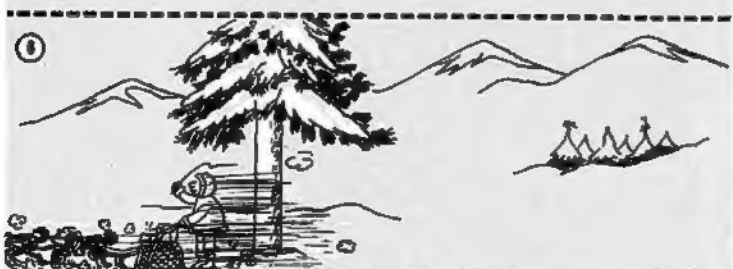
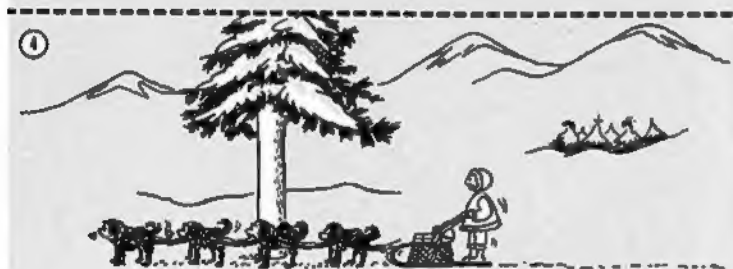
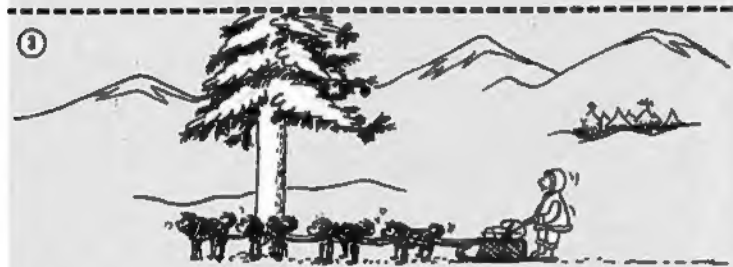


# AT DOGS



WRITER & ARTIST **SERGIO ARAGONÉS**

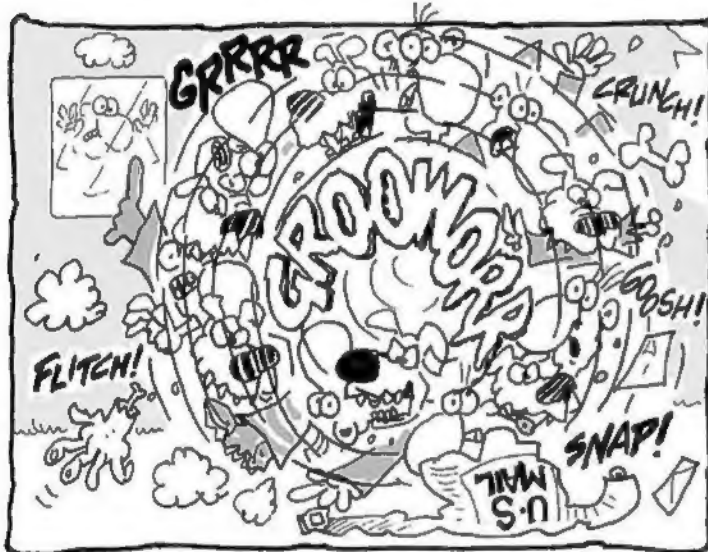






# THE PROVERBIAL POSTAL/POOCH PARABLE PART I

WRITER & ARTIST DUCK EDWING



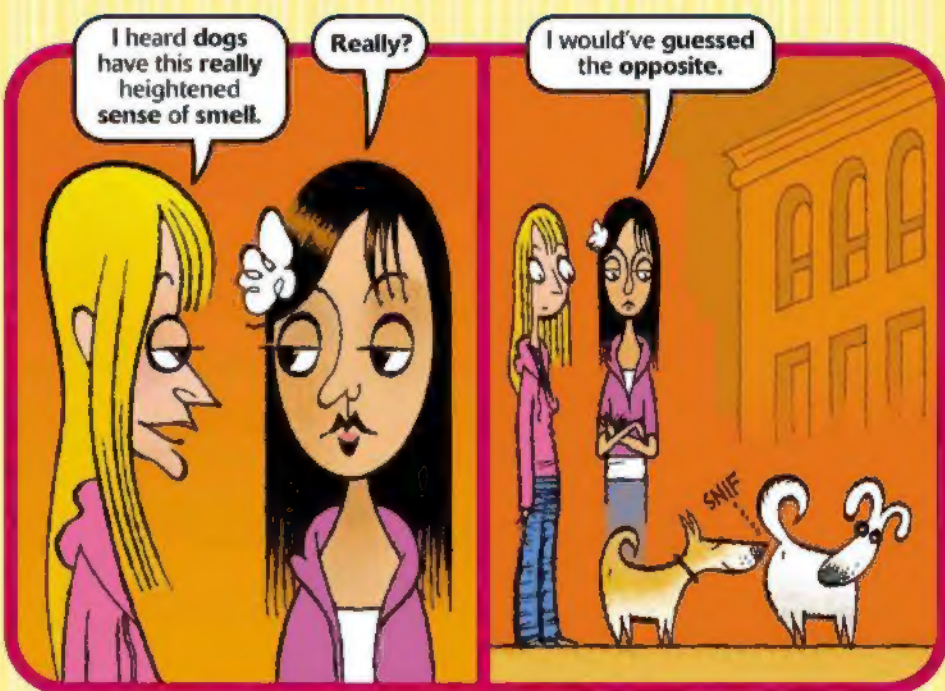
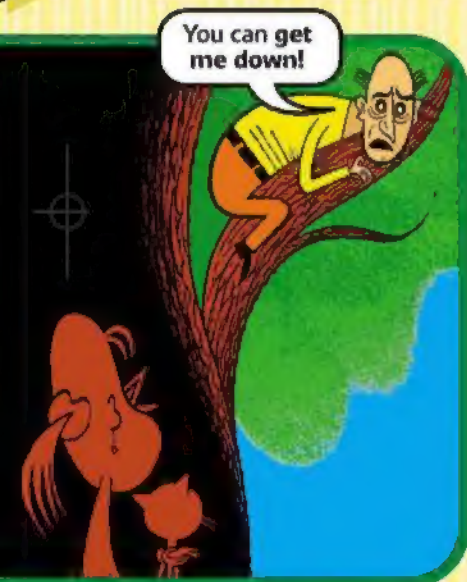








# PETS



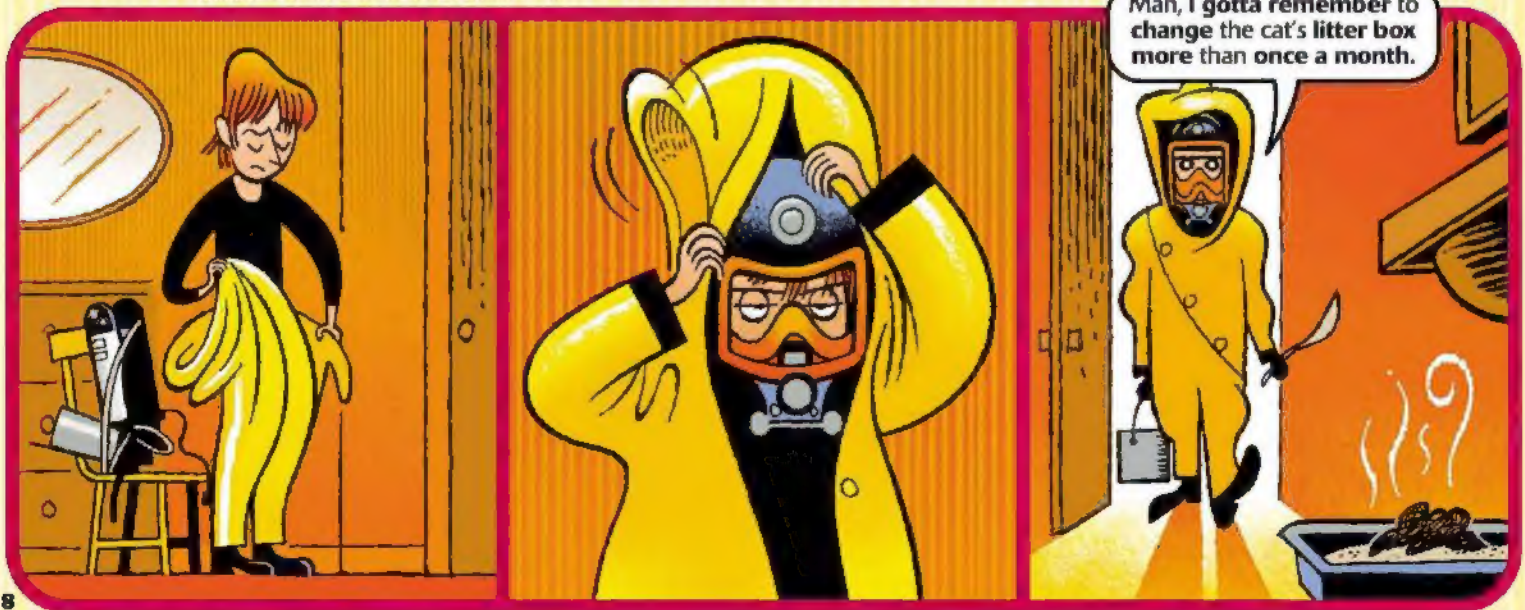
WRITER STAN SINBERG ARTIST MARC HEMPEL







ORIGINALLY PUBLISHED IN MAD #498, FEB 2009







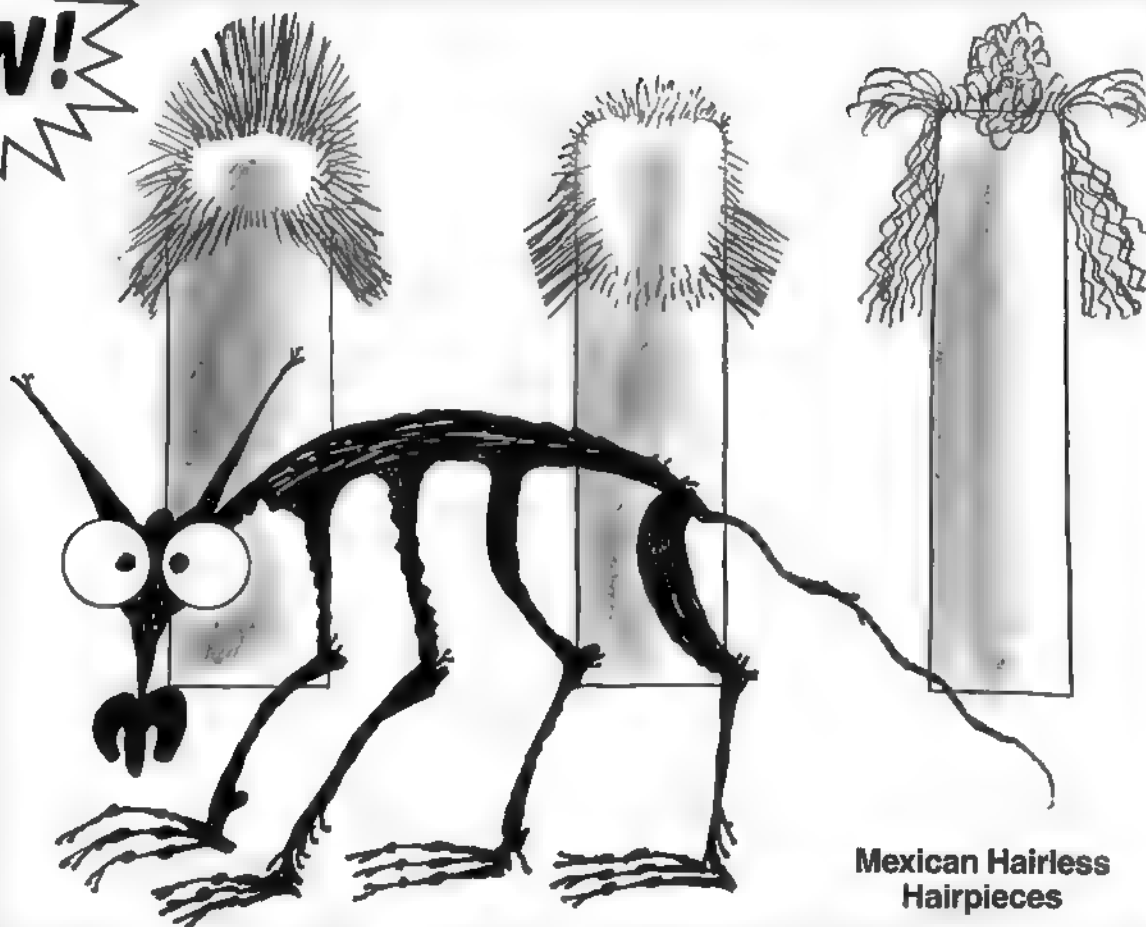
For The Pet That Has Everything And Wants More®

PPP INDUSTRIES

# ***GIFT CATALOG FOR SPOILED ROTTEN PETS***



Elastic Stretch Litter Box  
For Fat Cats Pg. 104



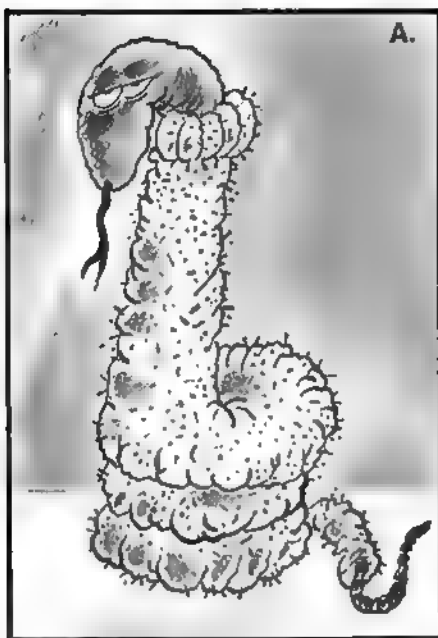
Mexican Hairless  
Hairpieces

**ALSO:**

**Polka Dot Warm-up Suits for Dalmations...Imported  
Ten-Speed Gerbil Treadmills...Trained Flea Circus  
Sets for Puppies...Whirlpool Birdbath Accessories**

**AND  
MORE!**





**A.** Whether coiled or slithering...For those cold-blooded moments of warmth...Slip your snake into one of our **Snake Warm-Up Sweaters!** Woven from a luxurious blend of soft nylon/orlon tubesocks and bicycle inner-tubes, each sweater provides a snug, body-hugging fit to enhance your reptile's slinkiness. Available in turtle or V-neck. For size, measure from fangs to rattle.

#Hsss-0316 Asp (Sm) ..\$24.95  
#Hsss-0318 Copperhead (Med) ..\$48.95  
#Hsss-0320 Boa Constrictor (Lrg) ..\$99.95

**B.** Put an end to the "stuck-in-a-tree-call-the-fire-dept." syndrome with the **Cat-Bird Seat™ Tree Lift!** Frisky felines need not worry as a silent motor quickly and easily raises their fully padded and plushly upholstered seat to within striking distance of their prey! Educational for kids, too! Easy to assemble (instructions in six Indo-European languages included).

#Cbst-1800 Handcrank model ..\$499.99  
#Cbst-1900 Motor drive model ..\$750.10

**C.** Keep your puppy in yapping and snapping happiness with our **Inflatable Mailman Doll!** When fully inflated, it looks like a mailman, smells like a mailman and most importantly—tastes like a mailman! Made from durable 5-ply military grade plastic, all models are guaranteed chew and puncture proof! Approved by the U.S. Postal Service

#Pfft-0022 mailman ..\$48.95  
Also available  
#Pfft-2505 newspaper boy ..\$48.95  
#Pfft-7825 meter reader ..\$48.95  
#Pfft-4910 Jehovah's Witness..\$48.95

**D.** At last, real relief for your Sheepdog, St. Bernard, Doberman or other heavy-legged canine with the **Leg-Support Hydrant.** At the first sign of "moisture" an ingenious micro-processor-driven gear system is set in motion, providing much needed balance and support to your otherwise three-legged friend! Easy to carry, this durable, rustproof hydrant comes in either fire engine red or day-glo yellow. Never needs oiling!

#PP-1314 ..\$125.75



**E. Attention, water-shy sport dog owners!** Now your beloved setters and retrievers can point without getting their paws muddy and wet with our **Portable Pointers™ Hunting Set!** No more standing frozen on three legs with their tails in the air...water resistant polystyrene signs do all the work! Easy-to-carry arrows are emblazoned with large typefaces for nearsighted hunters. Available in three sets of six signs each.

#Dcoy-1010 Waterfowl ..\$79.99  
#Bamb-1212 Small game ..\$89.99  
#Xcon-1414 Prison Escapees ..\$99.99

**F. Bone of the Month Club—**Imagine the happy sight of your dog salivating uncontrollably as a mailman delivers a new assortment of gourmet bones to his doghouse every month! Here's what you get:

Jan: Imported Himalayan Yak Bones  
Feb: Choice Selection of Bullfight Losers  
Mar: Glorious Bouquet of Spring Bones  
Apr: Hickory-smoked Ham Bones  
May: Bones of All Nations  
June & Summer Special Assortment of  
July: Bone Jams and Jellies  
Aug: Succulent Ostrich Leg Bone  
Sept: Supreme Bone Meal à la Pekinese  
Oct: Six-Year-Old Aged-in-Dirt Marrow Bone  
Nov: Vermont Turkey Dinner Leftovers  
Dec: Holiday Cheer Moose and Elk Bone Feast

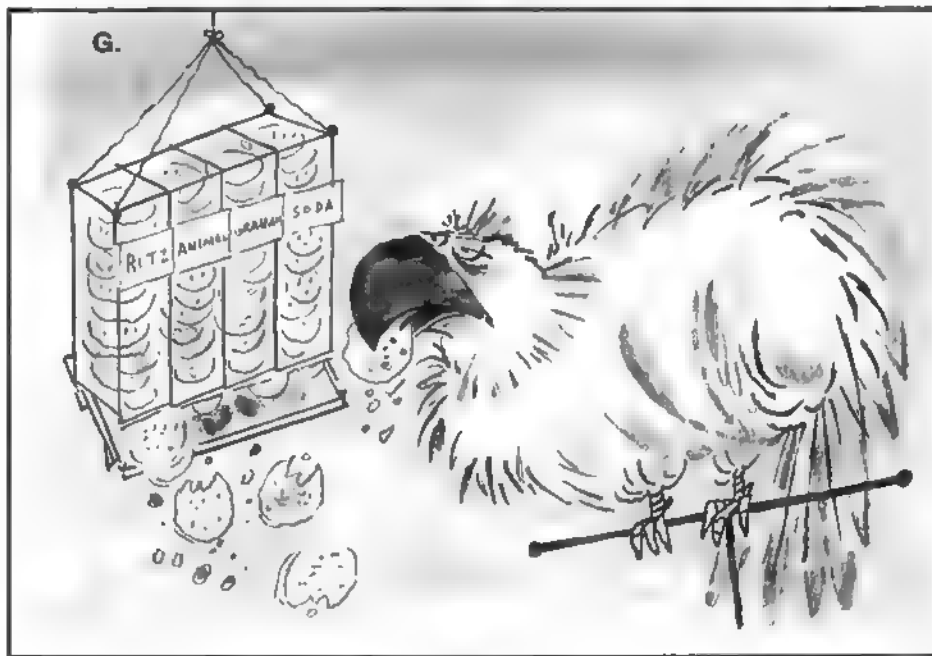
#Woof-2020 Choice of any six months ..\$150.00  
#Woof-2121 Full Year ..\$299.99  
#Woof-4032 Ten-Year Order ..\$1,999.99

**G. Give polly a break with our Automatic Cracker Dispenser!** Your majestic bird will love you when he no longer has to perform cute tricks or beg just to get a lousy cracker. With this handy device, Polly can pick his own cracker from a variety of choices just a beak's reach away. Posh! Easy ceiling mount included.

#Ritz-1876 Empty dispenser ..\$34.95  
#Ritz-1928 Cracker Fillers ..\$15.95 ea.  
(specify Ritz, soda, graham or animal)

**H. Keep your spoiled rotten pets trim and in shape with the Jane Fonda Pet Workout Tapes!** Watch your pets slim down with these frisky aerobic exercises endorsed by Benji, Morris the Cat and Spuds MacKenzie, all of whom owe their good looks to the regular use of these unique tapes! Each 60-minute cassette includes jumping jacks, pushups and tail wagging sections.

#Pant-8804 Dogs ..\$19.95  
#Pss-8804 Cats ..\$19.95  
#Twee-8804 Budgies ..\$19.95  
#Glub-8804 Goldfish ..\$19.95  
#Gaag-8804 Ferrets ..\$19.95



H.

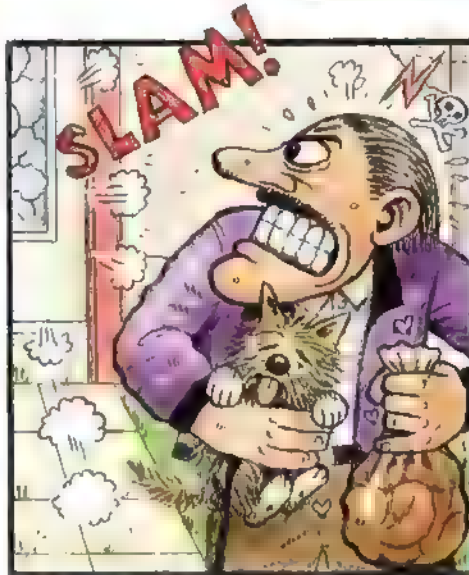
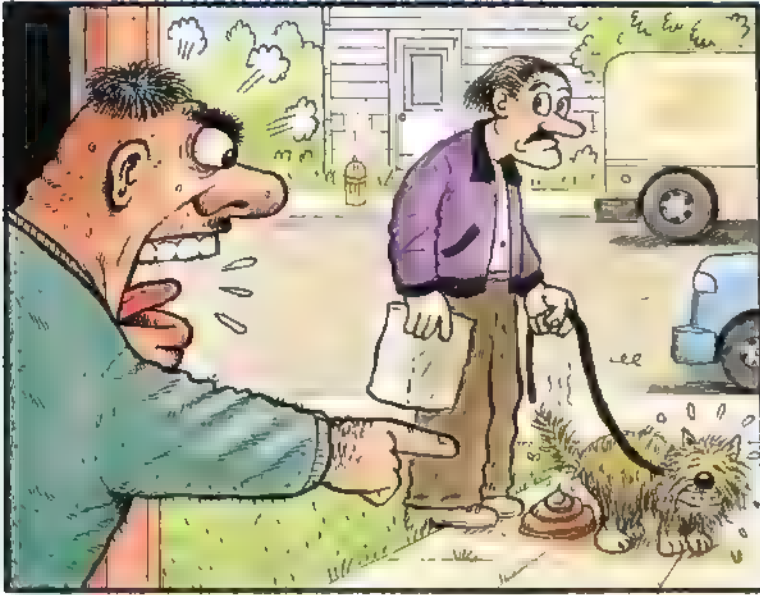






RELEASE THE CRAPPIN' DEPT.

# IT HAPPENED ONE MORNING



WRITER: MICHAEL GALLAGHER    ARTIST: TOM BUNK



# THE PROVERBIAL POSTAL/POOCH PARABLE PART II

WRITTEN BY ARTIST DUCK EDWARD







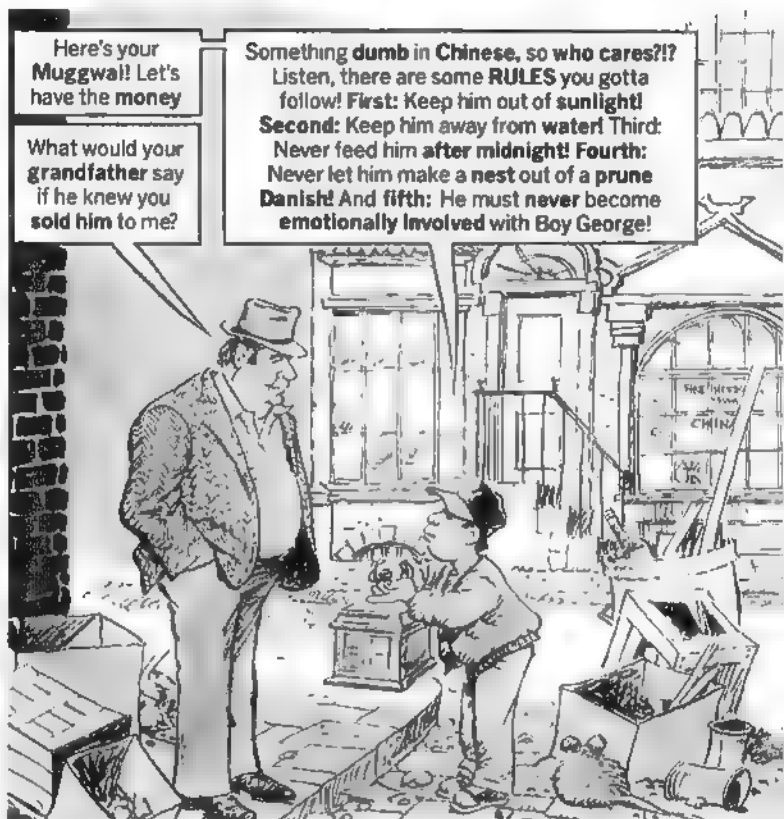
# OUR CREATURES PRESENTATION DEPT.

Two summers ago, Steven Spielberg gave us "E.T.", a smash-hit film about a cuddly alien who has to withstand the villainies of us humans to get back home. This summer, Steven's come up with another smash-hit film—with an extra-added wrinkle. Oh, sure, there's a cuddly creature in it again! Why give up a good thing? But now, there are also a lot of evil creatures, too. And they're attacking us humans! But enough of this prose. Look at the pictures...and try reading MAD's version of...

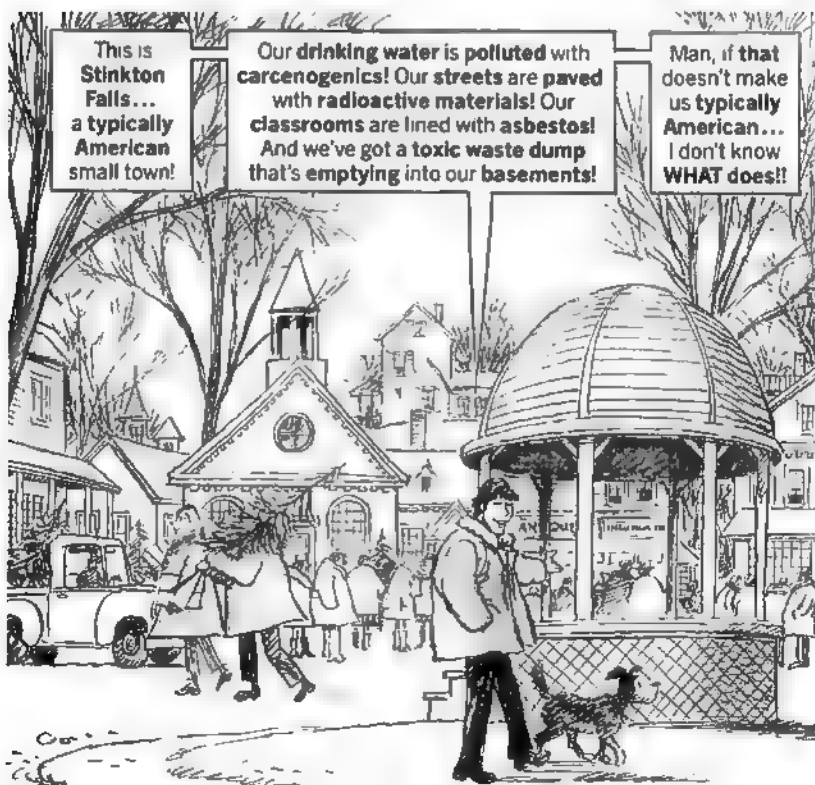
# GRI



# MILINS

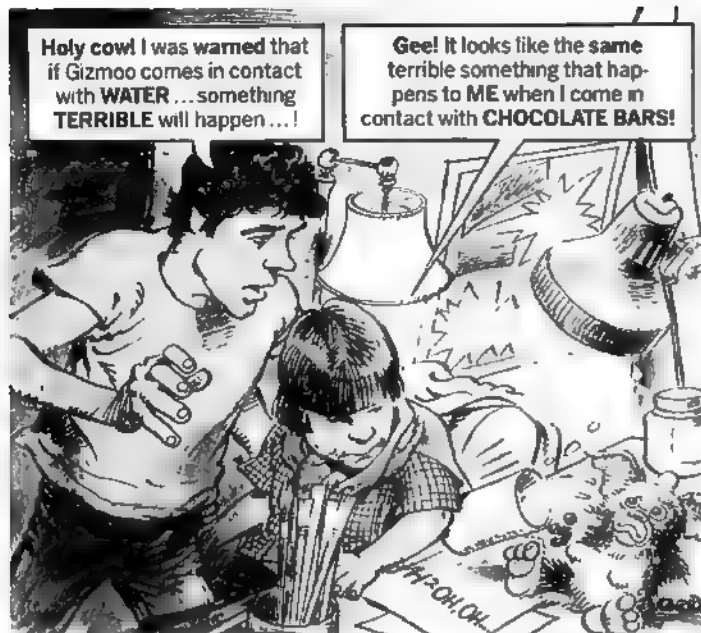


WRITER **STAN HART** ARTIST **MORT DRUCKER**









Gee! It looks like the same terrible something that happens to ME when I come in contact with **CHOCOLATE BARS!**



Just adding a new feature to my "**Bathroom Buggy**" gadget!!

Woops! Uh—heh-heh—it shoots shaving cream into your face!

Gee, Dad... what's that good for?!

Oh... a few cheap laughs!



Remember me, Mr. Handsome? I was in your Biology class five years ago!

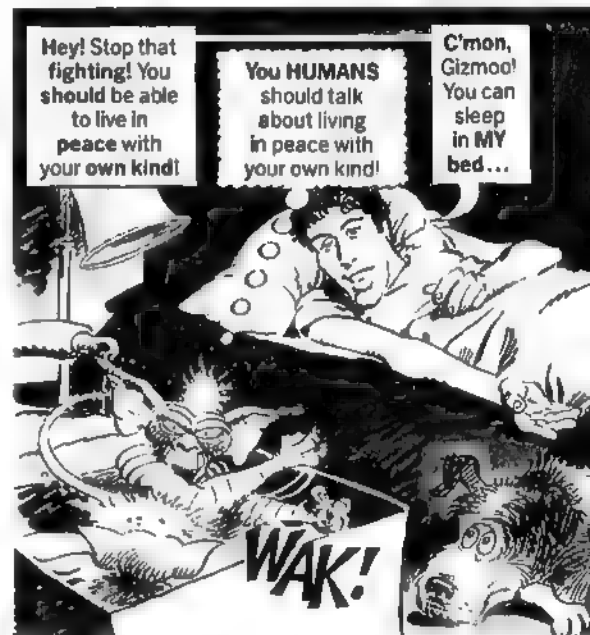
Sure I do! You scored a 90 on your Biology test!

Right! Well, I want you to see this creature! It reproduces itself when it's splashed with water...!

My God! You should have brought this to some Government agency or a noted scientist instead of to me, a lowly school teacher!!

Why didn't I think of that?

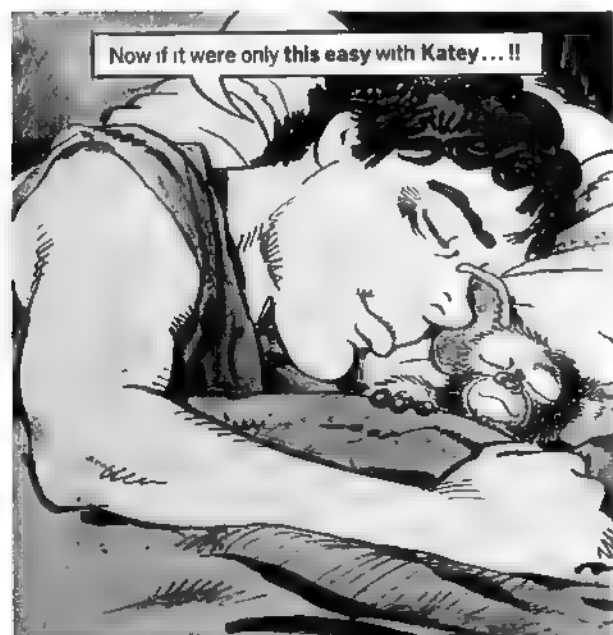
It may be because you also scored 90 in your I.Q. test!!



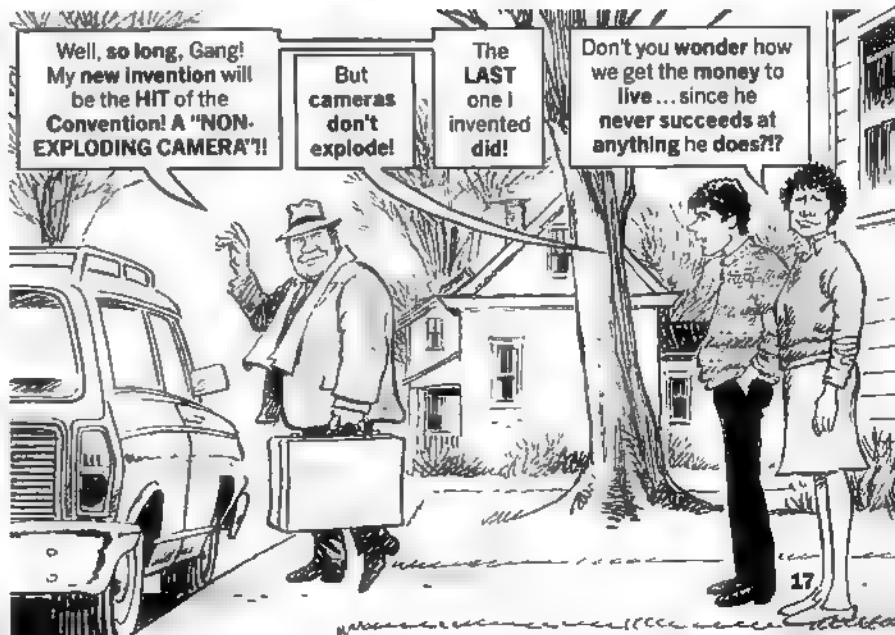
Hey! Stop that fighting! You should be able to live in peace with your own kind!

You **HUMANS** should talk about living in peace with your own kind!

C'mon, Gizmo! You can sleep in MY bed...



Now if it were only this easy with Katey ...!!



Well, so long, Gang! My new invention will be the HIT of the Convention! A "**NON-EXPLODING CAMERA**"!.

But cameras don't explode!

The **LAST** one I invented did!

Don't you wonder how we get the money to live... since he never succeeds at anything he does?!





Bilgy ..have you ever seen anything like this before?!

Not since "The Invasion Of The Body Snatchers"... and "Alien"! Pods like this always mean that when they hatch, they're going to be nasty creatures!!



Look what they're doing to Gizmo!! Why are those newly-born Muggwais so unpleasant?

They watched John McEnroe play tennis on TV .. and now they're imitating him!



It's Important that I offer you this candy!

Why?? Because the money we get for plugging all these commercial products in the picture helps pay for some of the production costs!!

Glitch?? Weel??



Yaaaahh! When you said you wanted to chew on some roughage, I didn't think you were talking about ME!!

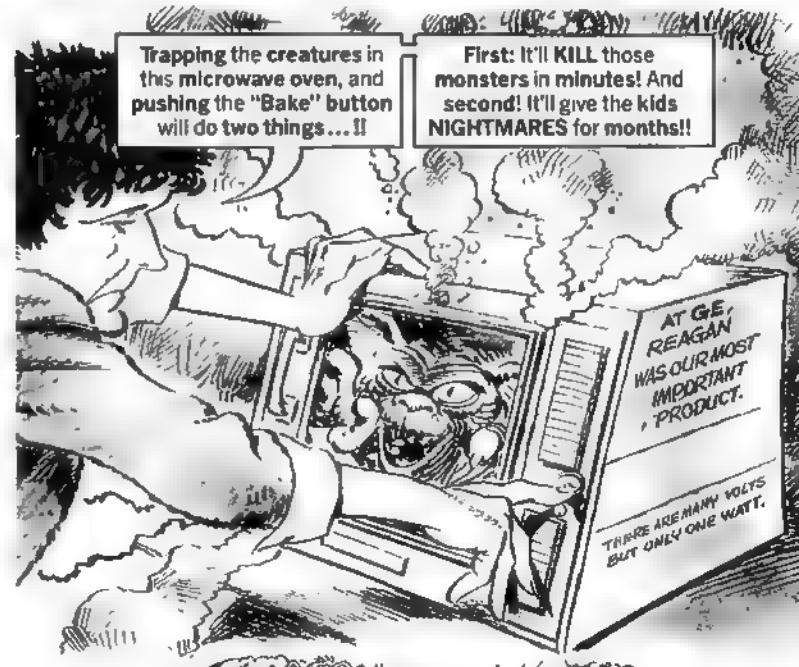


This stuff doesn't really taste that terrific! But ANYTHING's better than the food in the school cafeteria!!



Hey, stop jumping on me .. and breaking up the place!!

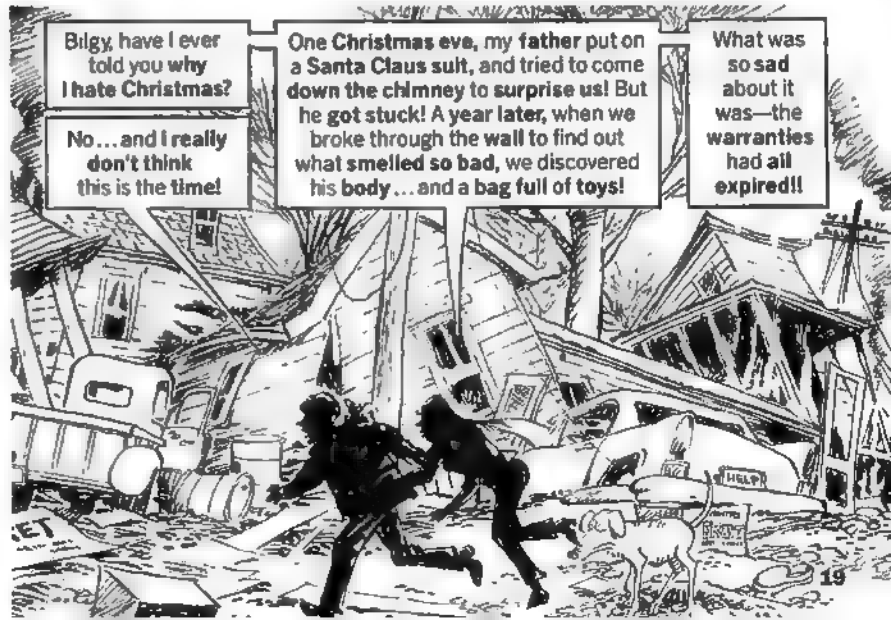
Where do you think you are ...? At an office Christmas party??



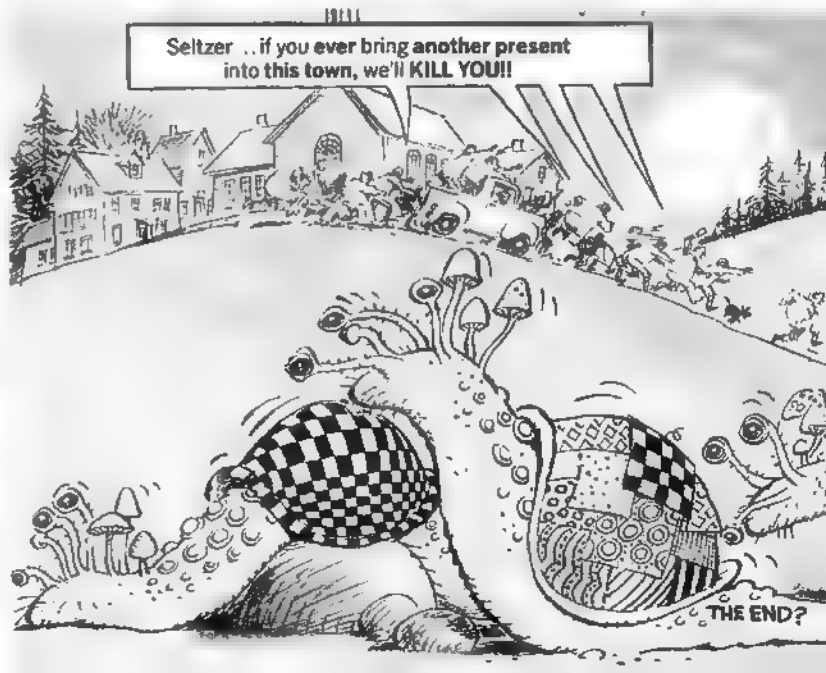
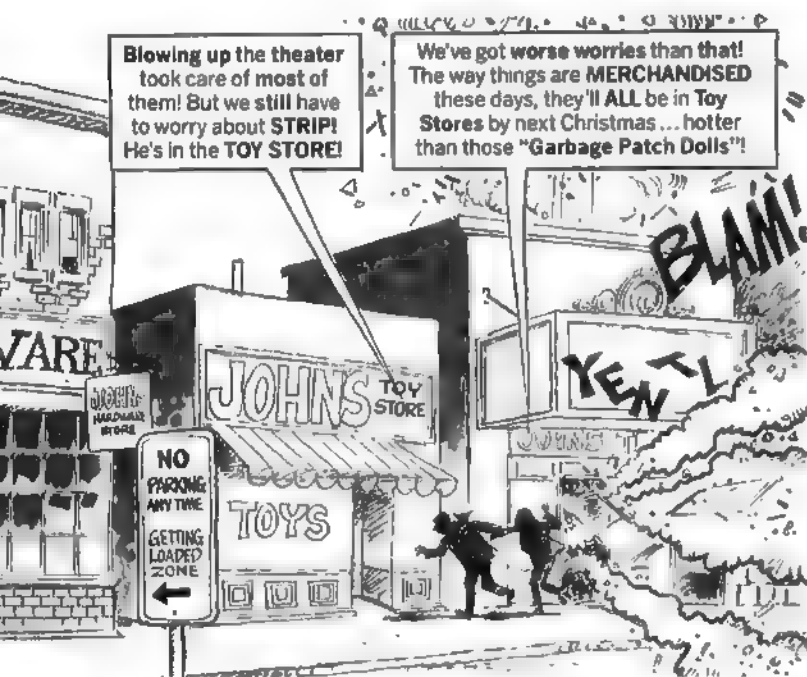
Trapping the creatures in this microwave oven, and pushing the "Bake" button will do two things ...!!

First: It'll KILL those monsters in minutes! And second! It'll give the kids NIGHTMARES for months!!

AT GE, REAGAN WAS OUR MOST IMPORTANT PRODUCT.  
THERE ARE MANY VOLTS BUT ONLY ONE WAY.

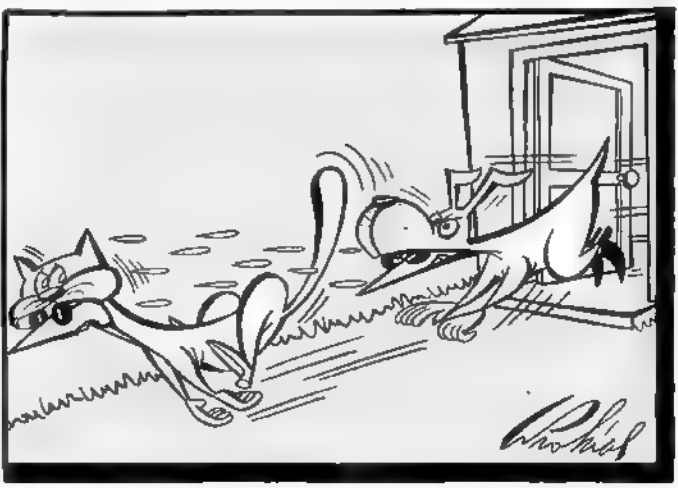
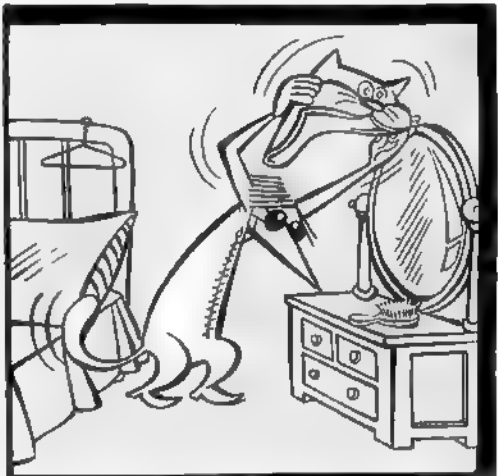








WRITER & ARTIST ANTONIO PROIAS



ORIGINALLY PUBLISHED IN MAD #64 JUL 1961





Some questions perplex us 'til the day we die! What is the meaning of life? Why do men have nipples? Will the anti-incumbency fever sweeping the nation threaten the re-election of Mayor McCheese?

**AND...**

# WOULD IT

# KILL

# YOUR PET...?

WRITER **DESMOND DEVLIN**  
ARTIST **BOB JONES**



## WOULD IT KILL YOUR DOG



...to wait at least a half hour to lick your face after he's done cleaning his privates?

## WOULD IT KILL YOUR DOG



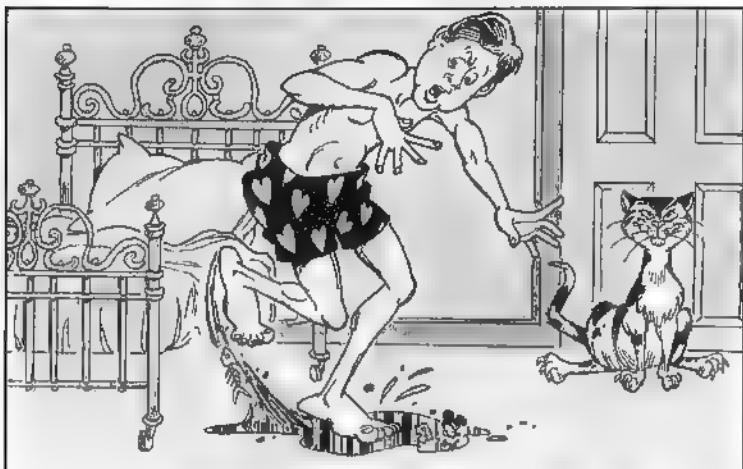
...to deduce statistically that burrowing under your bed-sheets and whining in no way reduces his chances of being struck by lightning during a bad storm?

## WOULD IT KILL YOUR CAT



...to hop up on the bed five minutes after you're finished having sex?

WOULD IT **KILL** YOUR CAT



...to puke two feet to the left of where you step out of bed each morning?

WOULD IT **KILL** YOUR DOG



...to not look so friggin' interested while you're going to the bathroom?

WOULD IT **KILL** YOUR CAT



...as long as she's sleeping 85% of the day anyway, to at least make the effort to coordinate her tricky schedule with the rest of the family's?

WOULD IT **KILL** YOUR DOG



...to learn the subtle differences between a knife-wielding psychotic sneaking in to disembowel you, and a visit from your mom?

WOULD IT **KILL** YOUR DOG



...to go through life without finding out for certain exactly what everybody's crotch smells like?

WOULD IT **KILL** YOUR CAT



...to assume if the vacuum cleaner hasn't actually attacked him in the last six years, it probably isn't "biding its time"?





# A MAD LOOK A



I think we spoil our kids by giving them everything they ask for!

Like what?  
Like my daughter! She wanted a pony for her birthday!

It's nice for a kid to have a pony to ride around on!  
In an apartment?!

I think he's cute—but my wife can't stand him!

What does he do that's so cute?

Yesterday, he took a pair of my wife's shoes and dragged them all over the house!

What's so cute about that?  
My wife was still in them!!

How can you feel anything for a creature who never shows affection, who never obeys you, who's always indifferent, and who won't even jump into your bed and cuddle with you?!

Just watch what you're saying, buster!!  
I'm sorry! I didn't mean to insult your cat!

My CAT?! I thought you were talking about MY WIFE!!

We bought this Ant Farm to show our kids how industrious these little fellows are!

To set a good example, eh? Did it work?

Nahh! The kids just sit around all day and watch them work!

Owning a Myna bird can be very embarrassing!

When company comes, the bird insists upon counting from one . . . up to fifty!

My twelve year old son can only count up to ten!

Really? How come?

What's so embarrassing about that?

Can't stop to chat now! I'm in a terrible hurry!

Where are you going?  
First the hairdresser, then the manicurist, then to have a new fur coat fitted!

How come you're getting all dolled up?  
Not ME! Poopsie!!

But a monkey is really a wild animal! Where do you keep him?

In the kids' room!

Gee, the place must be so messy and smelly and disgusting!

Yeah, but the monkey doesn't seem to mind!

Clarke

# AT PET OWNERS

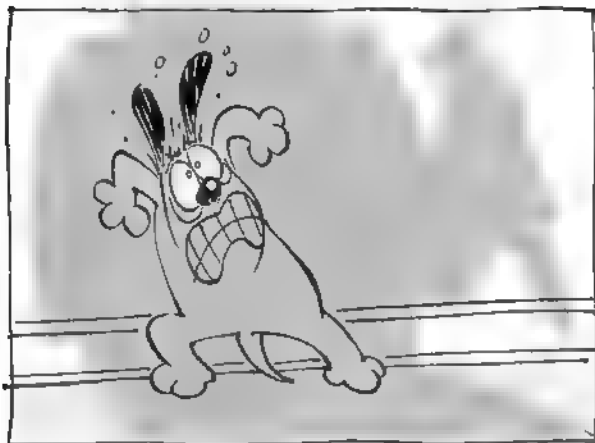
WRITER STAN HART

ARTIST BOB CLARKE





## LIFE-SIZE INFLATABLE VET



Guaranteed to scare the daylights out of that misbehaving hound or feline! 6 foot tall, rubber veterinarian is armed with realistic-looking, jumbo-sized hypodermic needle! Will have your pet huddled and quaking in the closet for days!

## BIRDCAGE FUNHOUSE MIRROR



A perfect trick to play on parrots and other birds! Distorts their reflection to make them think they've got six beaks and freakishly twisted wings! Forget the crackers, after this, "Polly want a plastic surgeon!"

## WEIGHTED DOG BONE



Looks like an ordinary chew bone, but feels more like a barbell! You'll laugh yourself silly as you watch that varmint strain to pick it off the ground! Drives 'em nuts!



## WHEN BEAST MEETS JEST DEPT.

Most people love pets, but there is a small, infinitesimal segment who have no sense of humor. However, a teeny-weenie segment of this s

# PRACTICAL FOR THE P

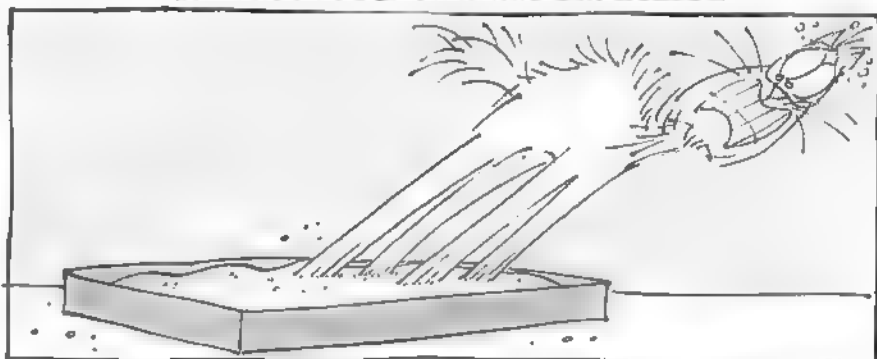
WHITELY, THOMAS HARTWELL

## FOAMING SQUEEZE TOY



The ultimate canine gag! Fill this innocent looking toy lamb-chop or ball with shaving cream and wait for the fun to begin! When your unsuspecting pooch takes a bite he'll be convinced he's as rabid as a wild raccoon and heading right to the pound!

## HILARIOUS "QUICKSAND" LITTERBOX



Gives cats the scare of their nine lives! Chemically unstable litter compound harmlessly dissolves beneath Tabby's feet, convincing him he's sinking fast! The perfect payback for all those 5:30 wake-up calls he's given you throughout the years!

## BOOMERANG FETCHING STICK



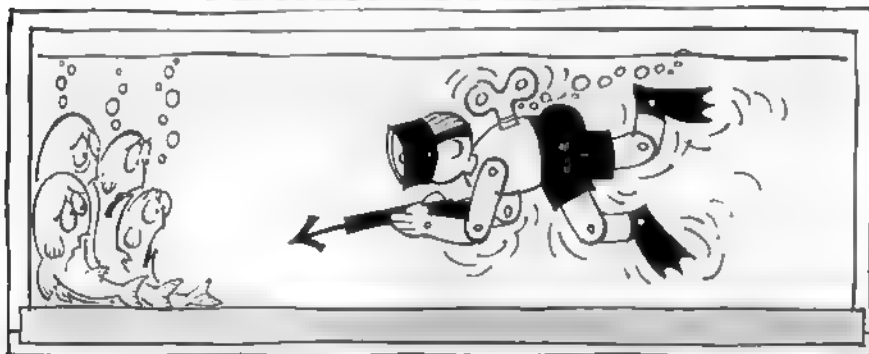
Add a little levity to that dull game of fetch! The instant Fido takes off after the stick, BINGO! It's right back in your hands! Keep him running around in circles all day if you want to! A riot!

t of the population which does not. Of this miniscule segment, most  
s segment does! It's with these three people in mind we present...

# JOKE ITEMS PET HATER

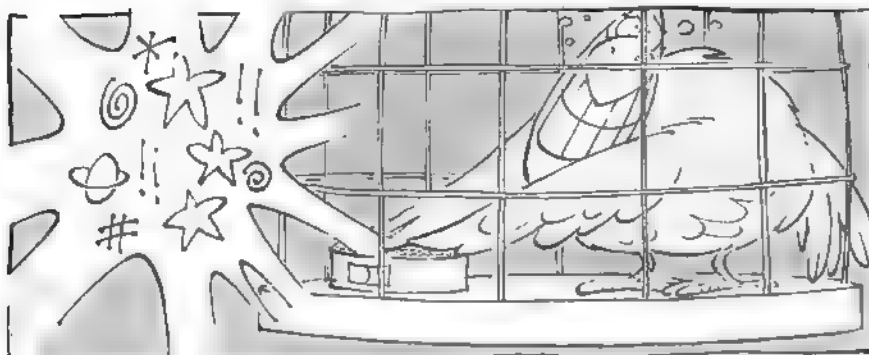
ARTIST PAUL COKER, JR.

## AWFUL AQUARIUM ACCESSORIES



Just drop these realistic-looking figurines into the tank and watch the commotion as panic-stricken fish swim for their lives! Choose from "Hungry Tiger Shark," "Diver with Spear Gun" or "Leaking Oil Tanker." It's too funny!

## NAUGHTY PARROT VOICE



Feathers will fly when you hide this vulgarity-spewing device in Polly's cage! So cover your ears but not your eyes, or you'll miss seeing the mortified owner return that "foul-mouthed bird" right to the pet store! Available in 12 languages, including Pig Latin!

## MUDDY PAW PRINT STAMP



Press this novel, ink-filled rubber stamp on walls, counter tops, bedspreads or the dinner table! The enraged pet owner will bawl out that utterly befuddled dog or cat while you bawl with laughter!

## WACKY DOG TAGS



A great gag idea! These hilarious I.D. tags are sure to get a swift reaction from anyone who reads them! That mutt will regret the day he escaped from the backyard!

## FAKE SPILLED MILK



Funnier than fake vomit! Place it on the floor and watch hysterically as perplexed dogs and cats try in vain to lap it up! Meat gravy, chocolate syrup and spaghetti sauce also available! A must for every kitchen floor!

## FAKE "SHAKE-HANDS" HAND



Just ask that clever pooch of yours to "shake" and get ready to bust a gut! The instant you take hold of his paw, your own "paw" falls off! Sends 'em into a panic! A real scream!





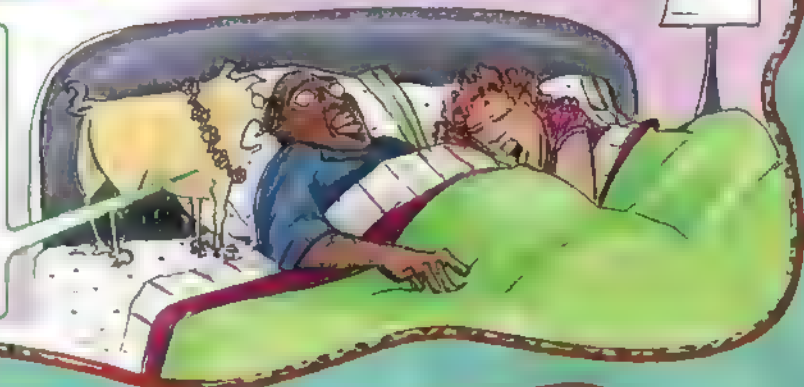
If you have a pet, you probably think you're a great pet owner just because you walk your dog or scoop your cat's litter box. But that's a conclusion based on human standards. What about your pet's standards? We hate to break it to you, but animal standards are very different, as you'll see in...

# SOME OF YOUR PET'S PEEVES

**VIV'S PEEVE:** You leave a lot to be desired in the bedroom.



Hey, I'm layin' up here and your breath stinks like a homeless person's. I lay down there and it's all "feet smell" and farts. And when I stretch out an eighth of an inch, you start bitchin' that you don't have enough room! You really need to take a Valium — and while you're at it, take somethin' for that annoying restless leg B.S. too!



**MCMUFFIN'S PEEVE:** You really need to look up the word "gratitude" in the dictionary.

What the —? I present you with the fruits of my superior hunting and gaming skills and all you can do is respond with an ugly display of revulsion and disgust? Oh, and the Febreze? Salt in the proverbial wound!

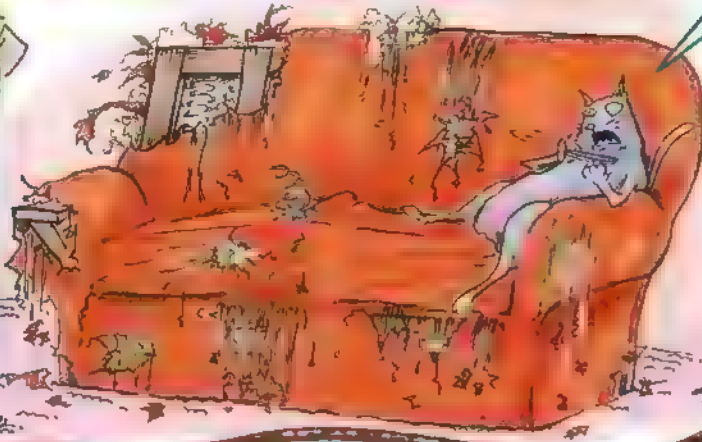


**CHEWZ'S PEEVE:** Geez, you suffer from pitiful delusions of superiority.

Beg? Me? Are you kidding? You seem to associate having thumbs and a spoken language with a higher level of species-hood. False! You, with your reality shows and religions, are not as evolved as me! You merely have a different skill set! Now please freshen that dreadful water bowl.



**BEATRICE'S PEEVE:** You have a morally bankrupt value system.



Give me a break, dude — it's just a couch! It's not like I shredded your aorta or somethin'! Is a piece of furniture more important than happiness? Or satisfaction? Or are you just one of those narcissistic, shallow morons who prize possessions above everything else? I think one of us needs to get more in touch with his spiritual side!

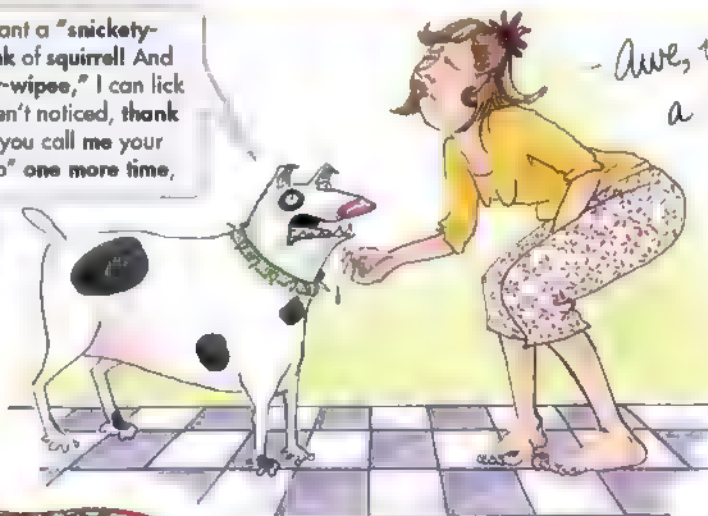


WRITER & ARTIST  
TERESA BURNS PARKHURST

**BING'S PEEVE:** I'm 108 years old, I can haul a wagon fulla cinder blocks with my bare teeth and you're still talkin' to me like I'm a freakin' baby!



No, dammit, I don't want a "snickety-snack," I want a raw hunk of squirrel! And no, I don't need a "hiny-wipee," I can lick my arse in case you haven't noticed, thank you very much! And if you call me your "bestest wittle woofy boo" one more time, I swear I'm gonna piss all over your stupid scrapbooking crap!



Awe, who's bein' a grumpus wumpus!

**CHICO'S PEEVE:** You have no appreciation for the finer things in life.

Hey, when I take the time and energy to sniff out a delectable pile of human waste, or, say, some woodchuck intestines at the perfect stage of decomposition and then proceed to do the only sensible thing — smear myself in them thoroughly — I'd really appreciate a congratulatory high-five rather than you going apesh't and throwing a conniption!







# RAT-PACKING THEM IN DEPT.

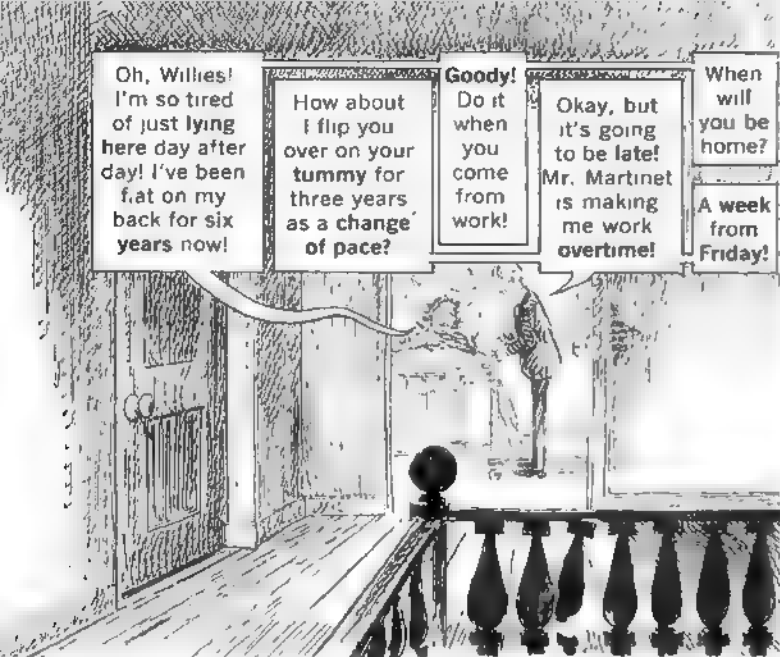
Every once in a while, a movie comes along that makes you feel crawly all over! Every once in a while, a movie comes along that's so disgusting, it makes you climb the walls . . . that's so nauseating, it makes you scream in hysteria . . . that's so sickening, it makes you run from the theater, retching. We're talking, of course, about "Love Story"! But since we did that one already, here is MAD'S version of another recent movie . . . one that simply gives you the . . .

WRITER DICK DEBARTOLO ARTIST MORT DRUCKER









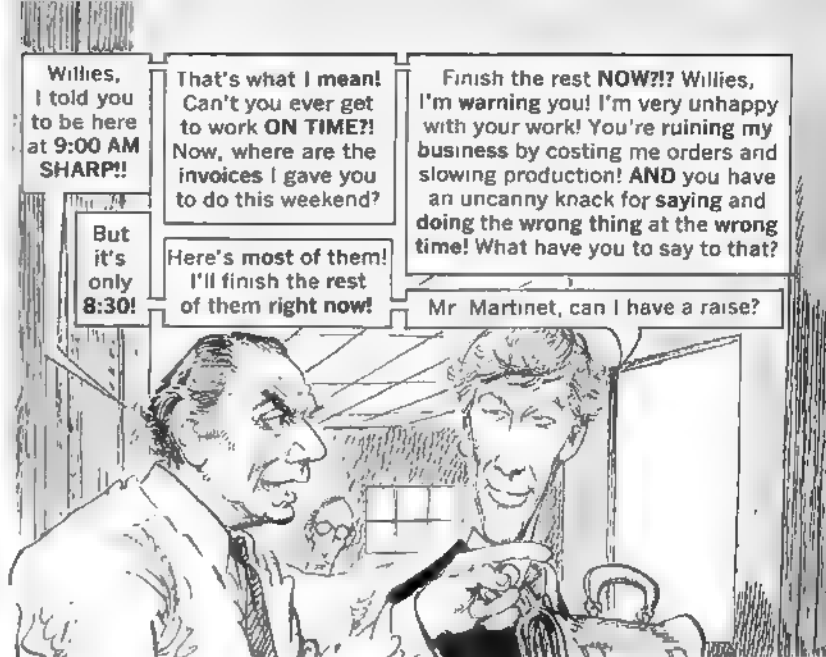
Oh, Willies!  
I'm so tired  
of just lying  
here day after  
day! I've been  
fat on my  
back for six  
years now!

How about  
I flip you  
over on your  
tummy for  
three years  
as a change  
of pace?

Goody!  
Do it  
when  
you  
come  
from  
work!

Okay, but  
it's going  
to be late!  
Mr. Martinet  
is making  
me work  
overtime!

When  
will  
you  
be  
home?  
  
A week  
from  
Friday!



Willies,  
I told you  
to be here  
at 9:00 AM  
SHARP!!

That's what I mean!  
Can't you ever get  
to work **ON TIME**?!  
Now, where are the  
invoices I gave you  
to do this weekend?

Finish the rest **NOW**?!! Willies,  
I'm warning you! I'm very unhappy  
with your work! You're ruining my  
business by costing me orders and  
slowing production! **AND** you have  
an uncanny knack for saying and  
doing the wrong thing at the wrong  
time! What have you to say to that?

But  
it's  
only  
8:30!

Here's most of them!  
I'll finish the rest  
of them right now!

Mr. Martinet, can I have a raise?



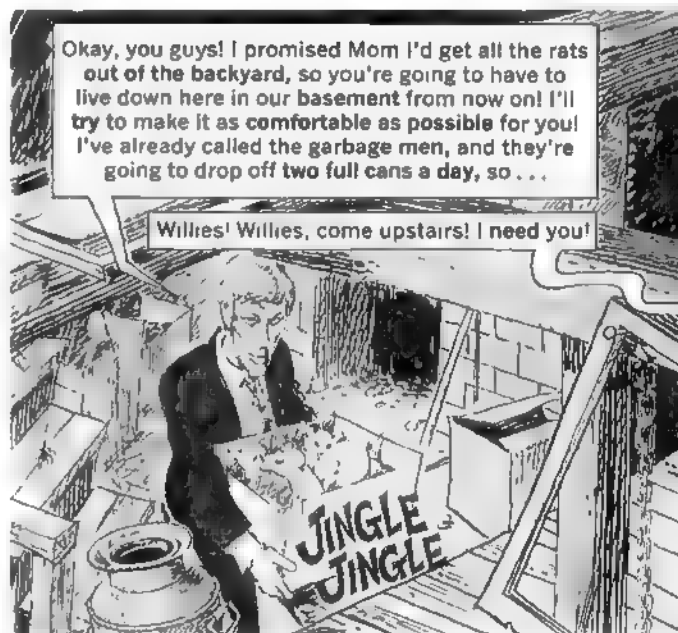
I'm giving you one  
last chance, Willies!  
I've graciously hired  
a temporary girl ...  
who I'm paying out  
of your salary ... to  
help you! Now, ship  
up, or shape out!!

That's  
the first  
thing  
anyone  
ever said  
to me that  
makes  
sense!

Hi! I'm your new  
office temporary!  
Gee, everyone  
around here sure  
is tough on you!  
Oh ... you can  
call me "Jo Ann"!

Okay, but what's  
your name?

Hmmmm! Maybe  
there's a good  
reason they're  
all tough  
on you!



Okay, you guys! I promised Mom I'd get all the rats  
out of the backyard, so you're going to have to  
live down here in our basement from now on! I'll  
try to make it as comfortable as possible for you!  
I've already called the garbage men, and they're  
going to drop off two full cans a day, so ...

Willies! Willies, come upstairs! I need you!



JINGLE  
JINGLE



Willies, please come here!



JINGLE  
JINGLE

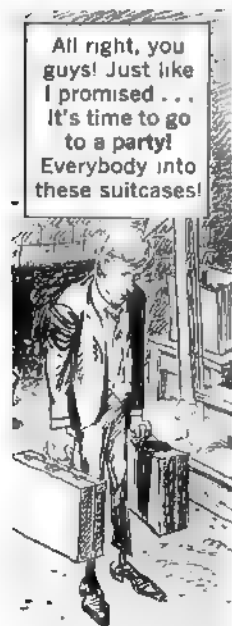
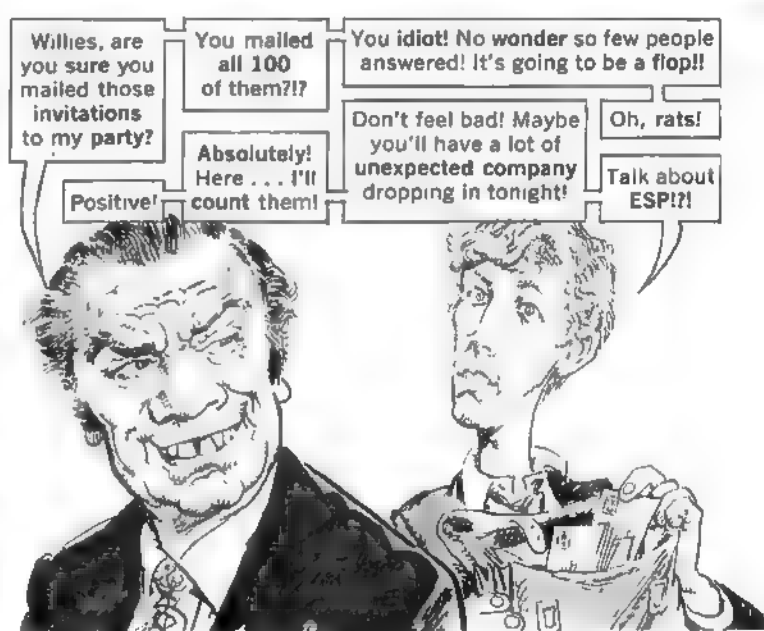


Willies ... are you coming?



Willies ... gasp ... I'm ...  
exhausted ... gasp ... from  
ringing this ... bell ...

I came as quickly  
as I could Mother!  
What's wrong!

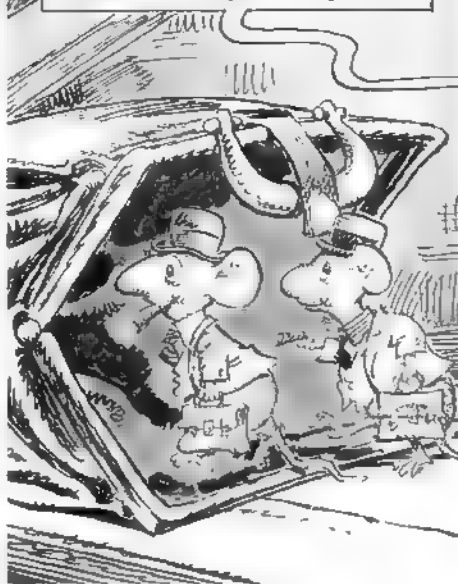




You all did a great job last night! And today, instead of leaving you all home, I'm going to take Bem and Socratty to the office with me! They'll fit right in with the rats that work there! So . . . into this attache case, you two . .



Smart?!? Hoo-boy, are they smart!!



It's about time you got here, Willes! First, get these invoices finished! Then, file these orders! Then, make out these production reports! Then, sweep the plant! Then, go home . . . your Mother's very sick!



Wh what happened to my Mother?

Don't hand me that! She hasn't had a boyfriend in years!

No—she DIED! And her last words were, "Charlatan, take care of Willes!"

Boy! Talk about your "SPITE"! Well, I don't want you here! Get out!! I can handle everything myself! Just—uh—just help me get this door open!

Willes, I've probated your late Mother's will, and she left you this house!

Yes! Three mortgages, four years of back taxes, and an unpaid bank loan! If you sell the house, you can settle everything and still have enough money left to stay at the "Y" for a week!

Thanks, but I'll pay off everything WITHOUT selling the house!

Where will you get the money to do THAT?!?

Just watch this next unbelievable scene . .

Anything else?



Alice, run down to the bank and get Mr. Spender, here, \$80,000 in cash! Yes, I said cash! Easy to steal, hard to trace CASH!! Mr. Spender desperately needs it to put in his dresser drawer in his home at 16-22 Stagg Street . .



Okay, guys! Tonight, I need your help in getting some cash from a dresser drawer at 16-22 Stagg Street! We—



Hoo-boy! Talk about SMART . . . !!









Sit down, Mr. Martinet! Me and the boys want to have a little chat with you!

You and WHO?? The boys—CHOKE!

Talk about your repulsive sights!!

Yes! I know! But I described what you looked like to them, and they decided to brave it anyway!



Now! I want a raise!

Well, I won't give you one! But I tell you what! I'll ask the Accounting Department to let you deduct those rats as dependents!

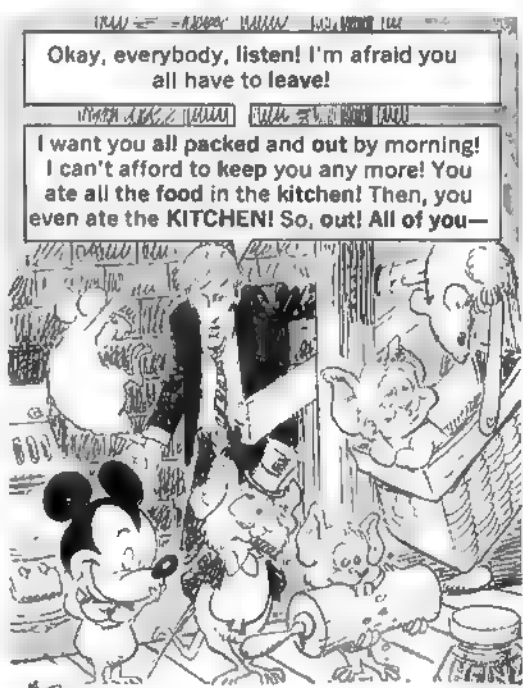
No, thanks, Mr. Martinet! Okay, guys! You've seen his acting performance...

GET HIM! TEAR HIM UP!



Gee, that's really a shame!

Yeah! You'd think they would give the STARS of a movie something better to eat than HAM!



Okay, everybody, listen! I'm afraid you all have to leave!

I want you all packed and out by morning! I can't afford to keep you any more! You ate all the food in the kitchen! Then, you even ate the KITCHEN! So, out! All of you—



WAIT! NO! WAIT! DON'T ATTACK ME! NO! PLEASE! GIVE ME A CHANCE...



Why should we give you a chance? We've spent years trying to make people aware of the terrible rat problem in our slums, and now YOU come along and ruin all our work!

We've made \$5000 TV Commercials showing how hideous, destructive, and dangerous rats are... and YOU make a \$5,000,000 movie showing how sweet, smart and cute they are!

RATS ARE HORRIBLE! NOT LOVEABLE LIKE YOU'VE MADE THEM!

GET HIM! TEAR HIM UP!!

Boy, Human Beings can really be disgusting!



OUT, DAMN SPOT DEPT.

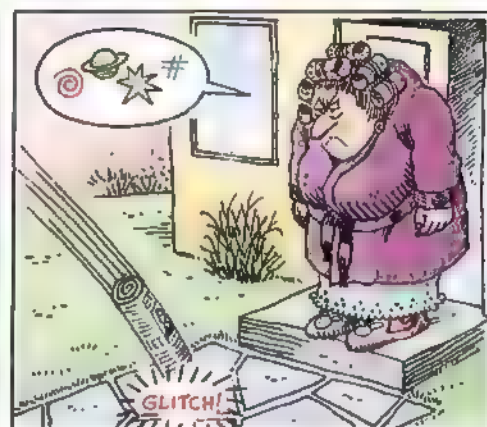
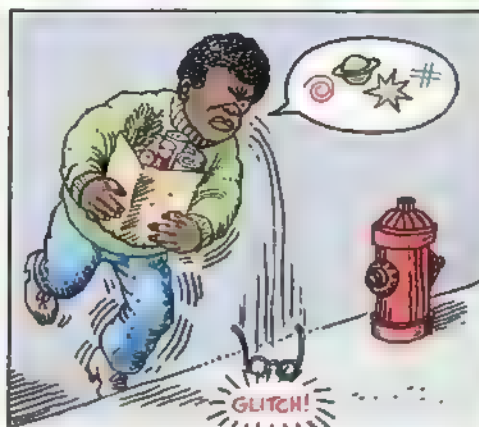
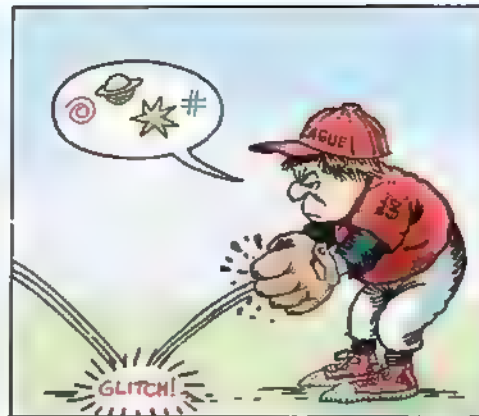
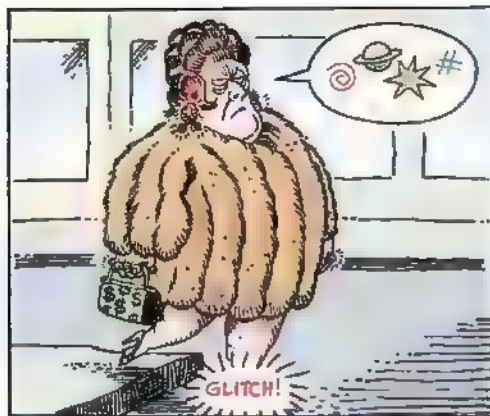
# AN EDITORIAL NOTE ABOUT THE FOLLOWING ARTICLE!



Doing an article like this gives MAD a big problem, as scenes above will attest. What is that problem? Is it that the Policeman is arresting the lesser culprit? Is it that the real culprit is getting away scot-free? No, the big problem is: How to illustrate an article solving "Doggie-Do Problems" without making MAD readers sick for a week!



TV to the rescue! Ever notice how TV Commercials handle unpleasant subjects? Like when they substitute nice clean plastic discs for cruddy false teeth? Well, MAD is going to substitute nice clean link sausages for (Yecch!)-you know what! So if you see anything else depicted in this next article, don't blame us for your disgusting imagination!



What do all the people above have in common? They live in a Big City! And you've all heard how Big Cities are going to the dogs! Well, it's true! With the increased crime, more and more City Dwellers are taking big dogs into their tiny apartments and homes. And this is cruel and inhumane, considering the lack of running, jumping and scampering space in a Big City...not for the dogs, but for the people who are trying to avoid what these hounds are dropping all over the place! So, before our Big Cities all turn into gigantic dog toilets, we at MAD now offer...

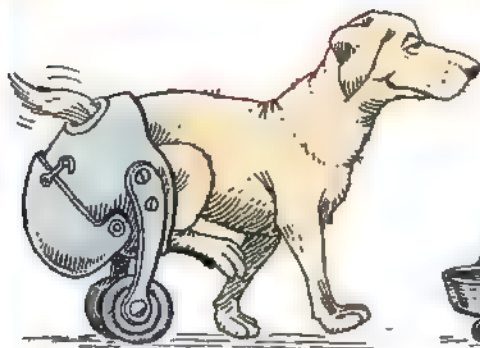
# MAD

## SOLUTIONS TO BIG CITY DOGGIE-DO PROBLEMS





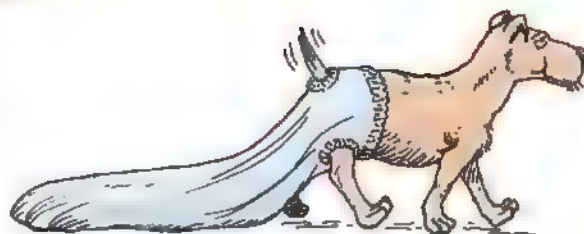
## MOBILE REAR COVER



## PORTABLE POOP CART



## SNAP-ON TAIL BAG



All of the above "Self-Service Devices" serve the same function, are easy and convenient to use, and permit dogs to roam freely while protecting the environment. In each case, disposable plastic liner is removed and discarded.

## BRUSH-AND-SCOOP BOOTS



One boot has brush in back, other boot has hinged scoop with snap. Deft lift of hinged boot opens scoop, while brush neatly tosses "sausages" into scoop, which clicks safely shut by stamping down hard . . . but not too hard!

## PUPPY PAMPERS

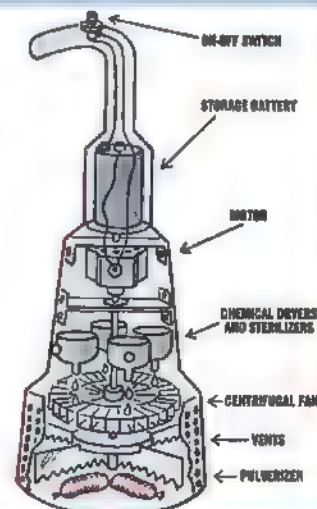


This diaper-like item is similar to the popular ones used by modern Mothers on their infants...and are just as easy to put on, remove and dispose of after puppy has used it.

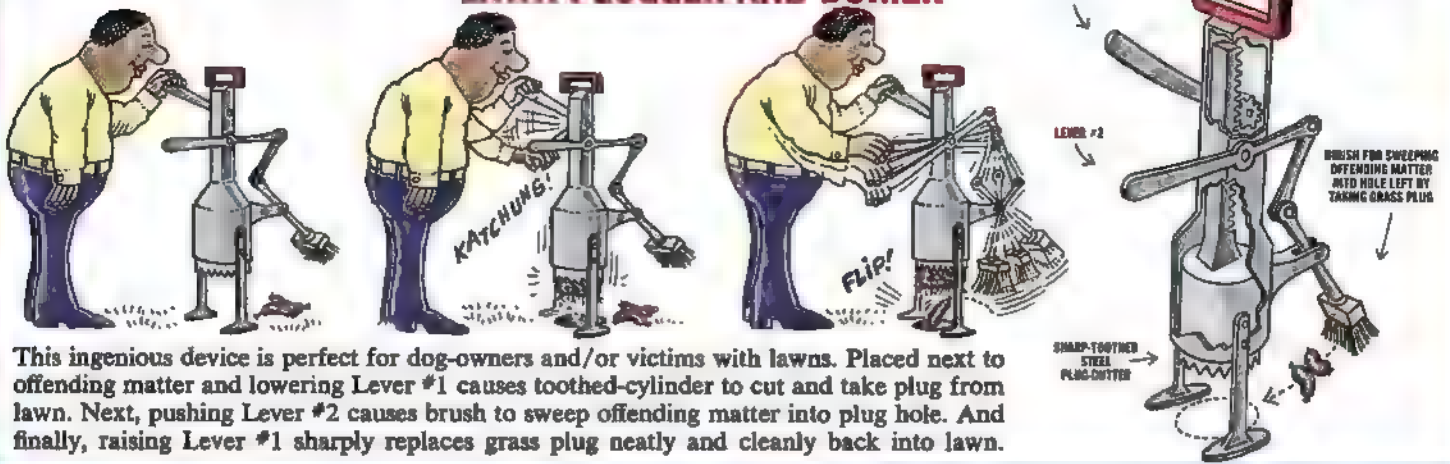
## PORTABLE CHEMICAL TREATMENT PLANT



This completely self-contained Chemical Treatment Plant converts the offending matter into harmless inoffensive chemical components, then hurls it into the air as dust, where it falls to earth as fertilizer.

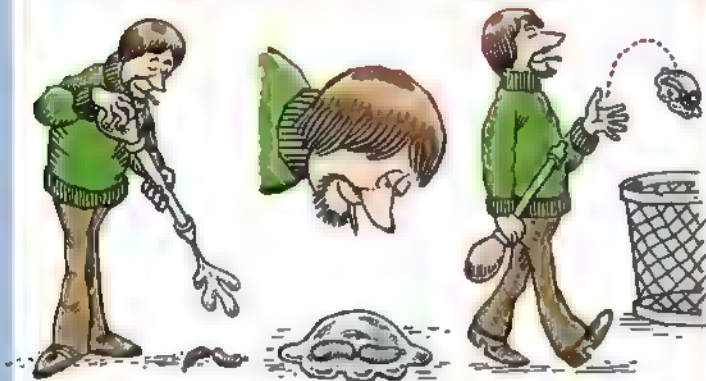


## LAWN PLUGGER AND BURIER

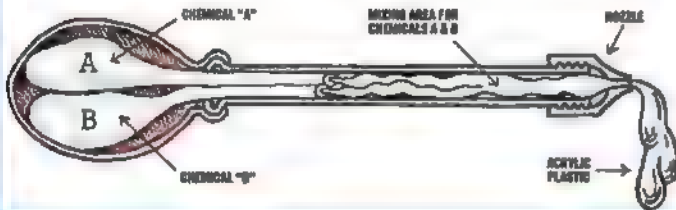


This ingenious device is perfect for dog-owners and/or victims with lawns. Placed next to offending matter and lowering Lever #1 causes toothed-cylinder to cut and take plug from lawn. Next, pushing Lever #2 causes brush to sweep offending matter into plug hole. And finally, raising Lever #1 sharply replaces grass plug neatly and cleanly back into lawn.

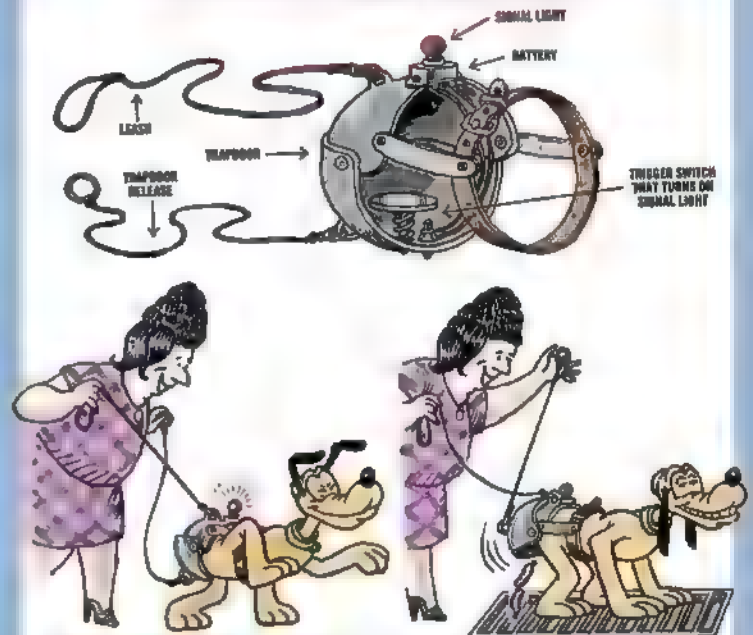
## ACRYLIC PLASTIC SQUIRT GUN



When bulb is squeezed, two chemicals are forced to mix and squirt from nozzle, covering offending matter. In minutes, mixture sets, freezing sausages (snicker) inside the hard acrylic plastic blob, which can now be picked up easily and disposed of, or kept and given away as novel paperweight.

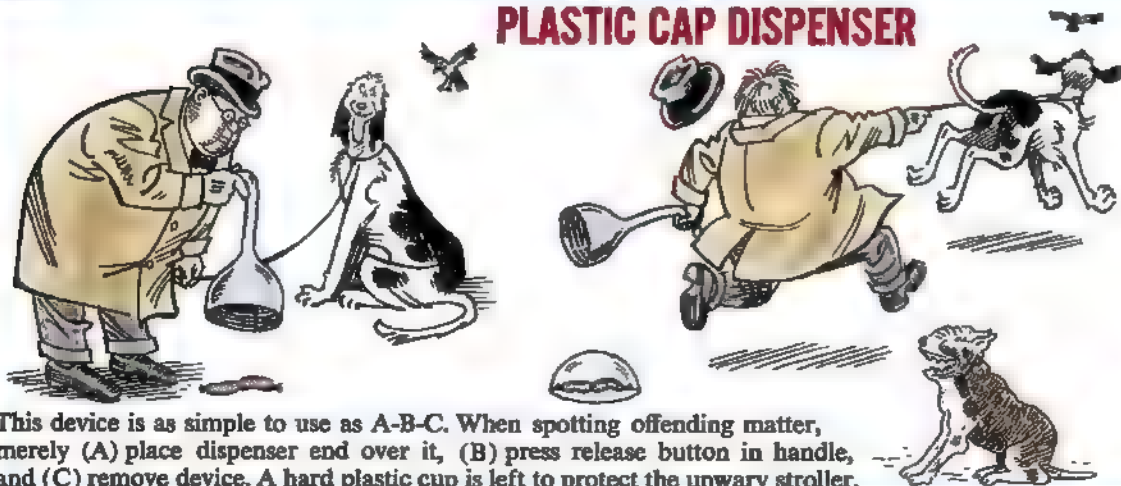


## TRAPDOOR STORAGE CONTAINER

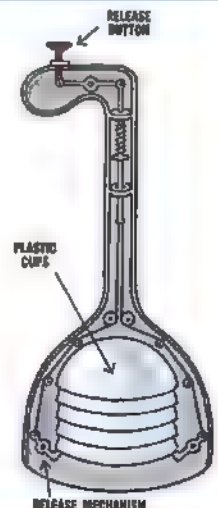


This practical item can be worn indoors as well as outdoors. Switch inside container is activated by slightest pressure, causing signal light to go on. It is then a simple matter to drag the dog's rear end over to an acceptable dumping place, pull the trapdoor release and dispose of the offensive stuff.

## PLASTIC CAP DISPENSER

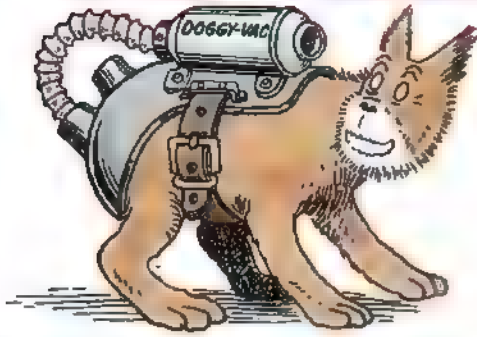


This device is as simple to use as A-B-C. When spotting offending matter, merely (A) place dispenser end over it, (B) press release button in handle, and (C) remove device. A hard plastic cup is left to protect the unwary stroller.



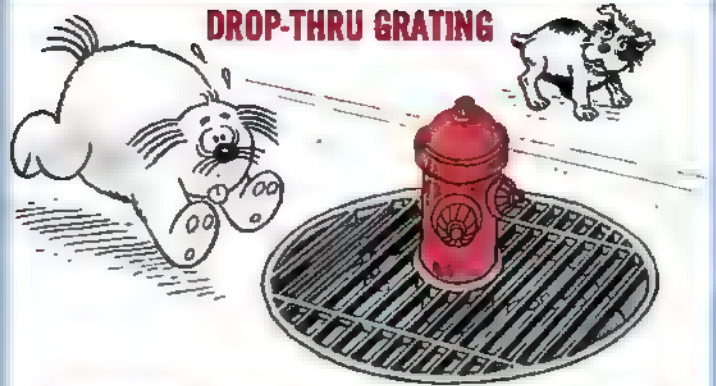


## SELF-CONTAINED BACKPACK-VAC



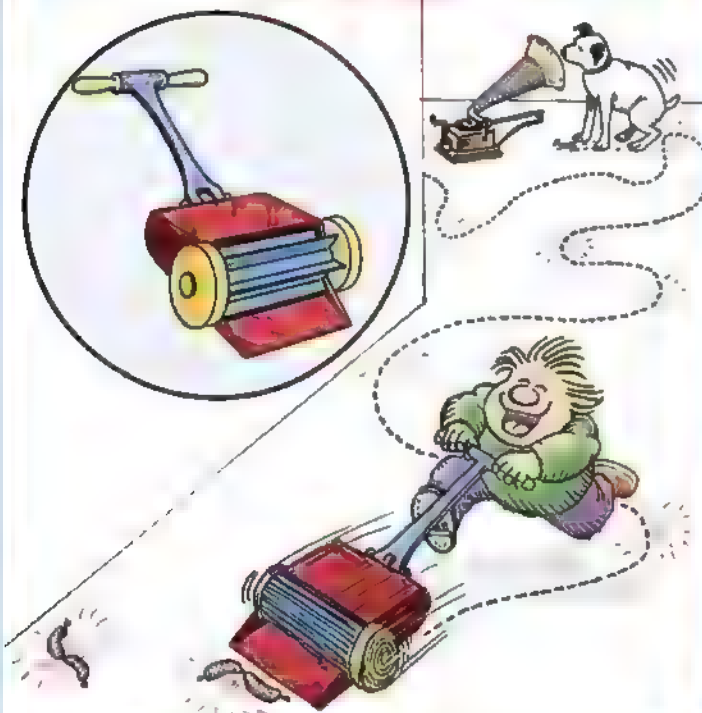
This battery-driven vacuum not only takes care of offending matter, but neatly wraps it in removable disposable vac-bags. It is particularly useful for letting dog out by himself, and not having to worry about neighbors' lawns, sidewalks, etc.

## DROP-THRU GRATING



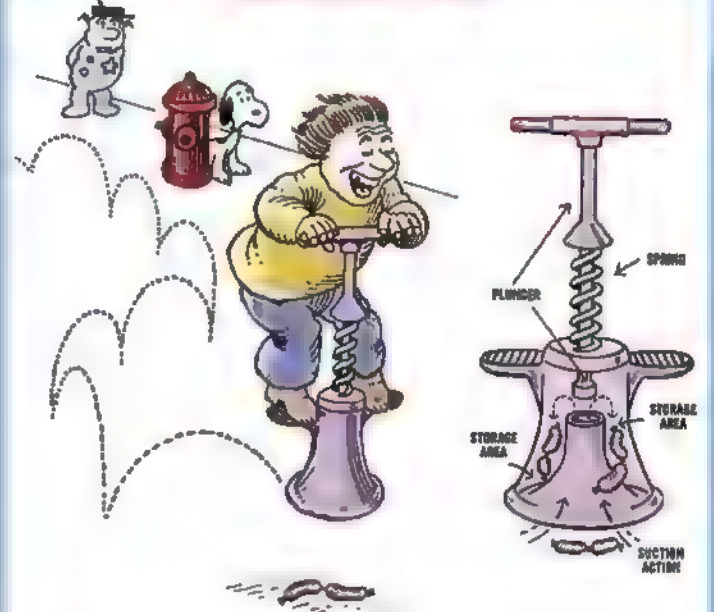
Grates placed around favorite doggie depositories permit offending matter to drop down into chemical pools where it is deodorized and dissolved. In heavy dog population areas, entire sidewalks could be constructed like this.

## PUSH TOY SCOOP



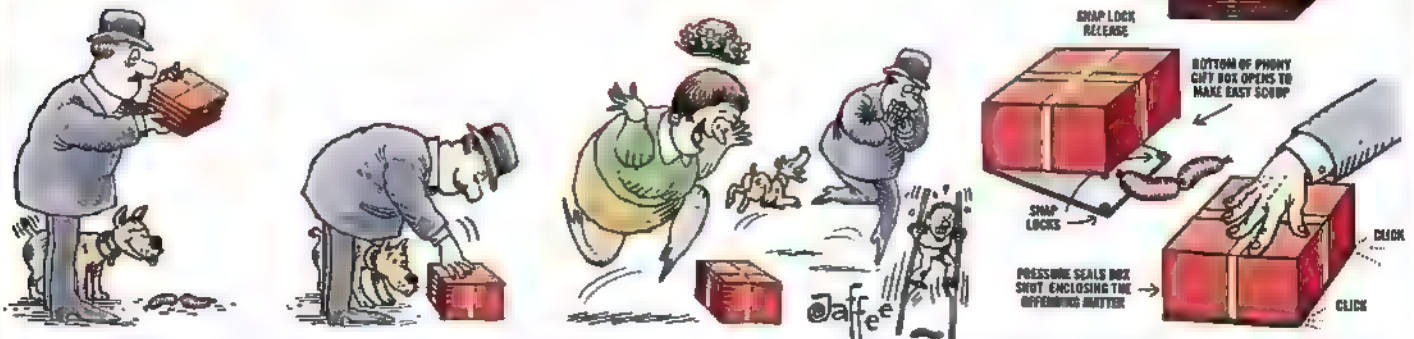
Makes public sanitation a "fun thing" for youngsters while removing an ugly problem from the streets at the same time.

## POGO PICKUP STICK



Here's another combination device affording both utility and pleasure. By hopping around those City streets which suffer a heavy dog infestation, user enjoys healthy fun while performing a much-needed clean-up. Suction pump in Pogo Stick picks up and stores stuff for later disposal.

## GIFT BOX PICKUP AND DISPOSAL



This devilishly clever device performs three functions at one time. By quickly gift-wrapping offensive material, it makes streets look better immediately. Then, sooner or

later, when someone thinks he's found a valuable item, it gets stuff off the streets entirely. And last, it teaches finder a moral lesson, mainly: *you get nothing for nothing!*





A couple of issues back, MAD published a collection of Food Songs. In the article, we said that food is the most important thing in our lives. Well, we were wrong—at least for some people. It seems there is another area in our lives that takes up even more of our time than food. Mainly, the feeding, training, walking and all-around absurdity of pets. Let us, then, give these creatures of fur, fins and feathers the tribute they deserve as we present this assortment of

## THE PET-OWNERS CHORUS

(Sung to the tune of "The Jet's Song")

When you've a pet,  
You've a burden for life  
Who will cost you more dough  
Than a gluttonous wife!

When you've a pet,  
You are forced to ignore  
That your living-room looks  
Like the Second World War!



The parrot that yells!  
The St. Bernard that paws you!  
The hamster that smells!  
The Siamese Cat that claws you!  
The Mouse that gnaws you!

When you've a pet,  
You've a friend to the core  
Who will wake you at dawn  
When you've dropped off at 41  
When you've a pet,  
You're sunk, you bet!

When you've a pet  
You will spend all your days  
With your hand on the button  
Of Aerosol sprays!

When you've a pet  
You can bet on the line  
He'll turn vicious and mean  
When your boss comes to dine!



Your coat and your vest  
Are chewed to little bits there!  
Your rug has been "blessed"  
With something that just sits there!  
You're having fits there!

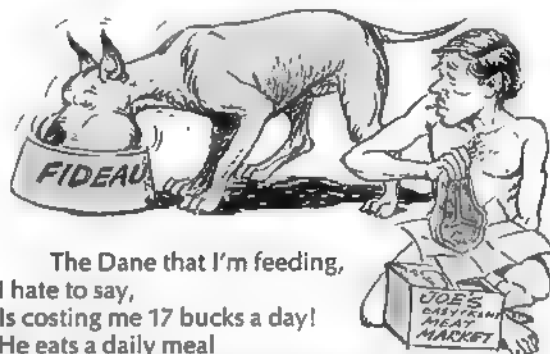


When you've a pet  
Your contentment is through!  
You've no life of your own  
And your home is a zoo!  
It's a big... smelly...  
noisy... messy... zoo!

# SONG

## THE DOG-FEEDER'S DIRGE

(Sung to the tune of "The Girl That I Marry")

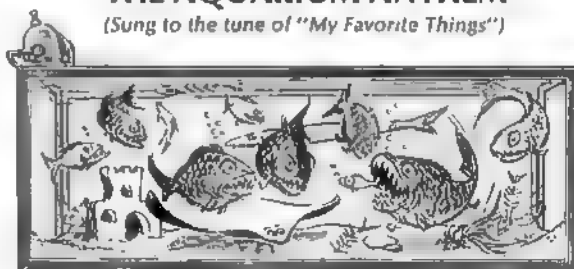


The Dane that I'm feeding,  
I hate to say,  
Is costing me 17 bucks a day!  
He eats a daily meal  
Of T-bones and lamb-chops and shoulders of veal!

And when he is finished, he has a bowl  
Of porterhouse steak and filet of sole!  
His great yearning,  
I am learning,  
Swallows up every penny I'm earning!  
The Dane that I'm feeding  
Is constantly bleeding  
Me dry!

## THE AQUARIUM ANTHEM

(Sung to the tune of "My Favorite Things")



Black, shiny Mollies and bright-colored Guppies—  
Shy little Angels as gentle as puppies—  
Swimming and diving with scarcely a "swish"—  
They were just some of my tropical fish!—

Then I bought Mantas that sting in the water—  
Deadly Piranhas that itch for a slaughter—  
Savage male Bettas that bite with a "squish!"—  
Now I have many less tropical fish!

If you think that  
Fish are peaceful,  
That's an empty wish!  
Just dump them together and leave them alone,  
And soon you will have  
No fish!

# S OF PETS

WRITER: FRANK JACOB — ARTIST: GEORGE WOODBRIDGE

## MELODY FOR A MYNAH

(Sung to the tune of "Dinah")



Mynah!  
There's no bird that talks finah  
From Connecticut to China!  
Other creatures are never  
Clever as she!

Mynah!  
She's so smart I can't bear it—  
Smarter even than a parrot  
When she's imitating me!

But when I've company,  
My Mynah  
Shouts with glee  
Some crude obscenity  
That she picked up from me!

Mynah!  
Better shut your face, Mynah!  
Or I'll feed you turpentine-ah  
And I'll get a chimpanzee!

## SERENADE TO A WATCHDOG

(Sung to the tune of "Strangers In The Night")

Watchdog in the night—  
I never chained you!  
Watchdog in the night—  
I always trained you  
To protect my house  
Until the night was through!



Then those burglars came—  
You didn't mind it!  
They were after loot—  
You helped them find it!  
Diamond rings and furs  
You quickly led them to!

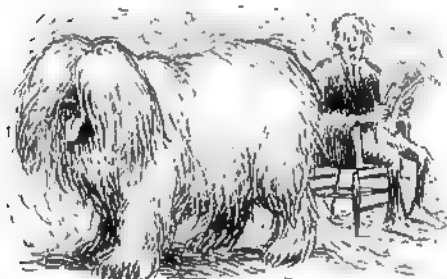
Watchdog in the night—  
A stupid beagle you were!  
Watchdog in the night—  
But later on when I—  
Returned to my poor home—  
How your jaws did foam!  
You became a snapping dog—  
A crazy, fearless yapping dog!



Whenever I'm in sight,  
It's so upsetting!  
Every time you bite,  
It's me you're getting!  
Now you're full of fight—  
My watchdog in the night!

## SONG FOR A SHEEPDOG

(Sung to the tune of "White Christmas")



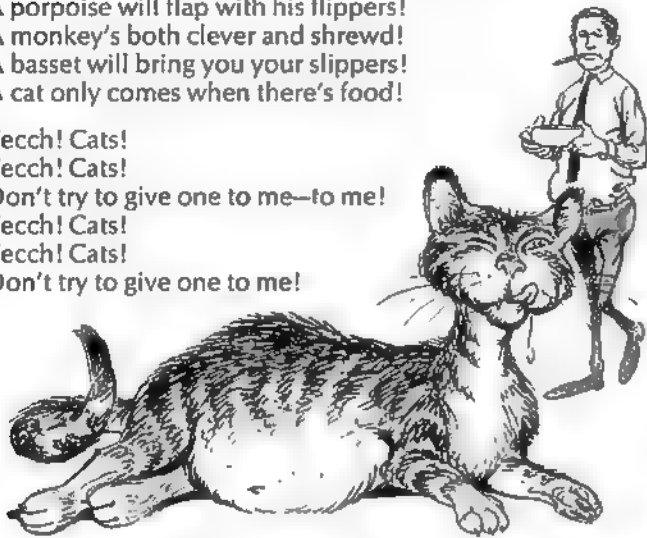
I'm screaming at a white sheepdog  
Each time he sits upon my chair!  
It's a thing I'm dreading—  
The way he's shedding  
And coats everything with hair!  
I'm screaming at a white sheepdog!  
If he should visit you some night—  
May his bark be worse than his blight—  
And may all your furniture be white!

## A CAROL FOR CATS

(Sung to the tune of "My Bonnie Lies Over The Ocean")

A porpoise will flap with his flippers!  
A monkey's both clever and shrewd!  
A basset will bring you your slippers!  
A cat only comes when there's food!

Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me—to me!  
Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me!



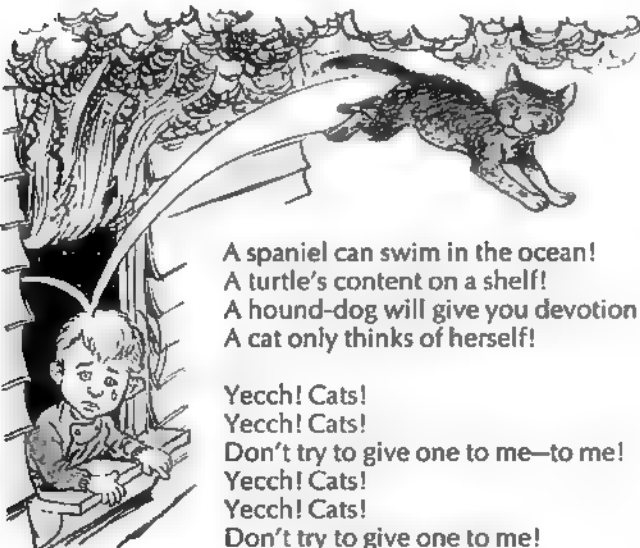
A chimp makes ridiculous faces!  
A skunk has a noteworthy air!  
A snake will return your embraces!  
A cat only claws up a chair!

Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me—to me!  
Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me!



A parrot can speak in Italian!  
A goldfish is gorgeous to see!  
A colt will become a proud stallion!  
A cat just gets caught in a tree!

Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me—to me!  
Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me!

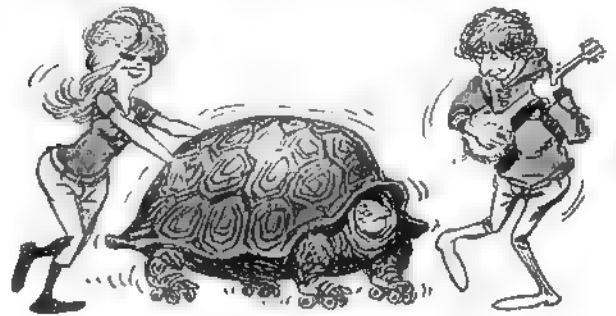


A spaniel can swim in the ocean!  
A turtle's content on a shelf!  
A hound-dog will give you devotion!  
A cat only thinks of herself!

Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me—to me!  
Yecch! Cats!  
Yecch! Cats!  
Don't try to give one to me!

## HYMN TO A TURTLE

(Sung to the tune of "I've Grown Accustomed To Her Face")



I've grown accustomed to your pace!  
You're like a streak of blazing light!  
I've grown accustomed to the blast  
Of wind when you run past!  
And when you zoom  
From room to room,  
You're like a burst of energy—  
A comet racing through the night!  
You're just a wild and crazy creature  
who is uncontrolled and free!  
No wonder I get dizzy when I see  
you passing me!  
I've grown accustomed to the rush—  
Accustomed to the speed—  
Accustomed to your pace!

## BALLAD FOR A POODLE

(Sung to the tune of "On The Street Where You Live")



I have often walked my Pierre outside!  
But I never liked him in the dirty air outside!  
Now he sits upon  
His own private john  
That I built for the dog that I love!

See the king-size bed that I made for him!  
See those powder-blue pajamas I crocheted for him!  
And should he feel ill  
Here's a Contac pill  
That I give to the dog that I love!

Yet, Oh! He sometimes annoys me!  
When he does, I'm firm as can be!  
But, Oh! It nearly destroys me  
To have to tell him he can't watch his own TV!

I bake chocolate cakes with a glaze for him!  
And if he should lose his hair, I'll get toupees for him!  
And should I drop dead,  
When my will is read—  
All will go to the dog that I love!





# THE PROVERBIAL POSTAL/POOCH PARABLE PART III

WRITER & ARTIST DUCK EDWING





The following article by David Berg is about dogs and their owners, and although you may not be interested in either, you will read the article and begin to laugh as soon as the bell rings. Get that? You will read the article and begin to laugh as soon as the bell rings! Understand? Okay, ring the bell, Mr. Pavlov . . .

# THE LIGHTER SIDE OF

What do you mean, "the dog hasn't been fed!"? Don't I do enough around here? **YOU** feed him for a change!!

Don't just stand there, you lazy good-for-nothing! Can't you see I'm busy? **Feed the dog!!**

Get going, you punk kid! There's work to be done around here! The dog hasn't been fed!!



Daddy, can we have a dog? Huh, Daddy? Please Daddy?

Please, Daddy? Please say "Yes"! Please?!!

I'll get you a dog under one condition! You must take care of him! That means walking the dog three times a day, no matter how bad the weather is!!

We promise, Daddy! We promise!!



We're interested in a nice comfortable double bed for us!

Step this way, please . . .

Do you mind if we test it?

Be my guest!

UP, boy . . .

Look, honey! He likes it!

Okay, we'll take it!





# DOG OWNERS

WRITER & ARTIST DAVE BERG

It's your turn to feed the dog tonight, stupid! Move!



Go feed the dog, or I'll tell Mom who cracked that vase...



Bad dog! 'Cause of you, I'm always in trouble! Just for that you don't get any supper!!



"The Washington Post" isn't bad!



Neither is "The Chicago Tribune"

Personally, I like "The Denver Post"!



That's okay, but "The Philadelphia Inquirer" is better!



But best of all is the "Sunday New York Times!"



You said it!

You get 8 pounds of newspaper all at once!



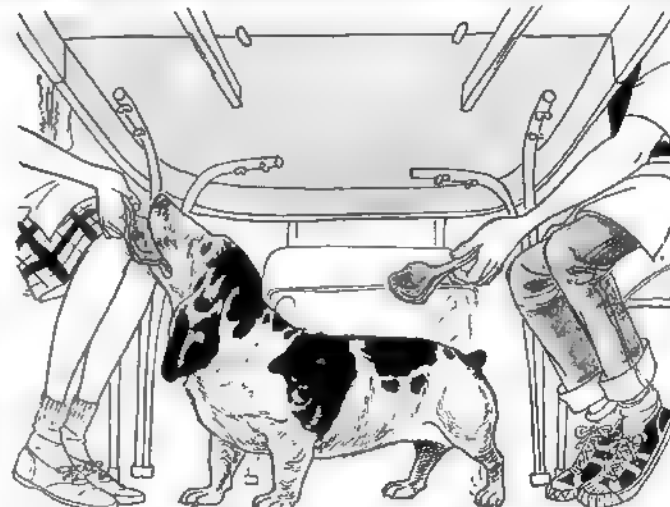
Yep! When it comes to PAPER-TRAINING A PUPPY, you can't beat "The New York Times"!



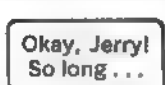
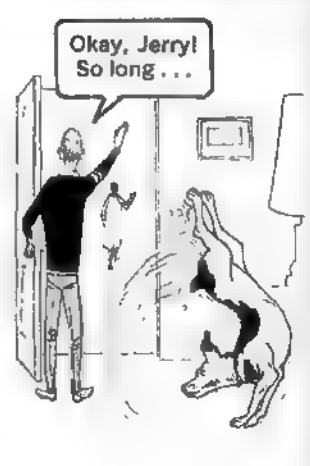
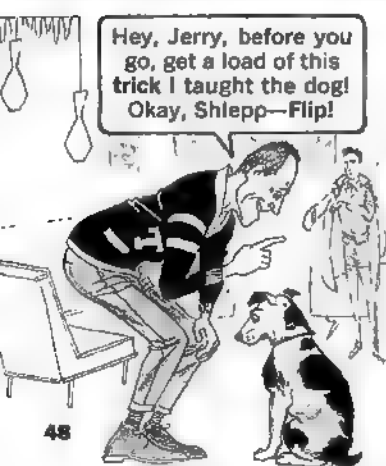
I'm warning you kids right now! There'll be no deserts unless you finish everything on your plates...

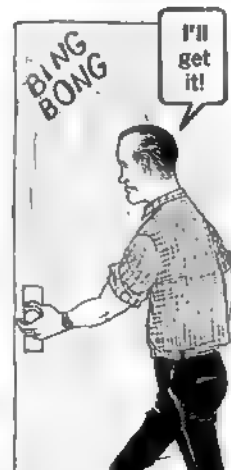
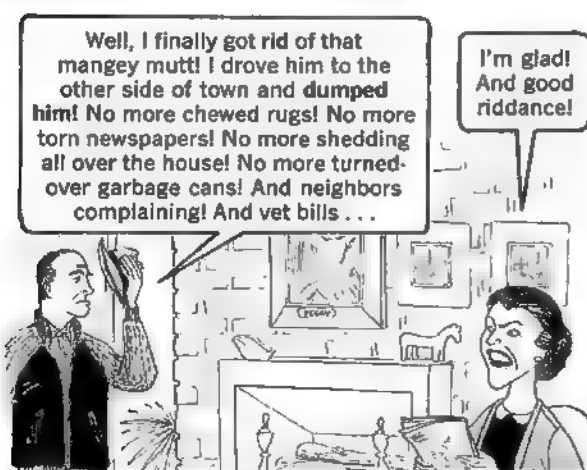
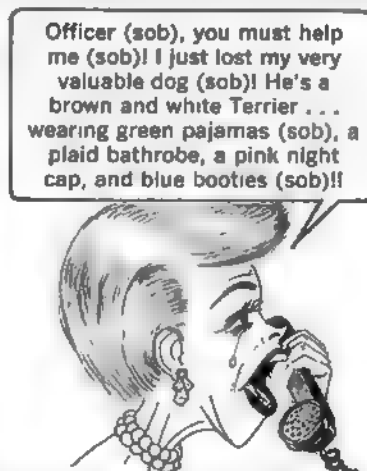
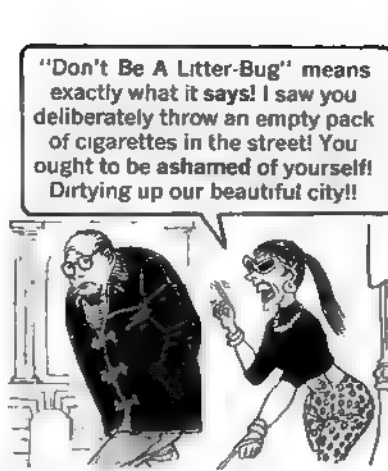


Well, that's more like it!!











## WORKING ROVER TIME DEPT.

Not only can dogs be man's best friend, they can also be their best helper! The blind are helped by well trained seeing eye dogs...



...while the rich are very often protected by highly skilled attack dogs!



## A NODDING HEAD DOG...



...allows you to feign interest in really boring insurance salespeople.

## A WOOFING MOUTH DOG...



...instantly raises your self-esteem with his on command rendition of the Arsenio salute.

## AN ADORABLE POSE DOG...



...worth his weight in traffic tickets.

## A ROVING EYE DOG...



...points out attractive members of the opposite sex while you're occupied.



Perhaps we could  
all benefit from  
having a happy  
hound around if  
we had these...

# SPECIALLY TRAINED DOGS FOR EVERYONE

WRITER & ARTIST JOHN CALDWELL



## A THUMPING TAIL DOG...



...provides the "I have to see who's at the door" excuse for putting a quick end to annoying phone calls.

## A GORGING GUT DOG...



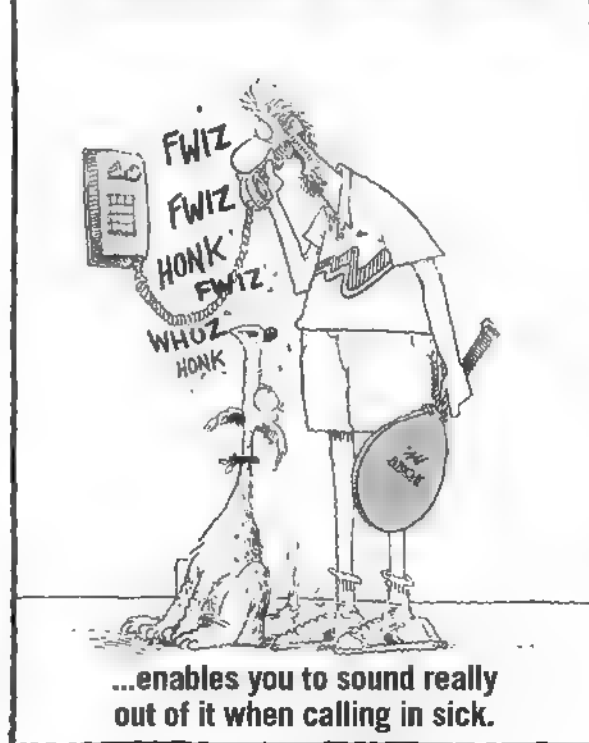
...springs into action whenever you are dating someone who's a lousy cook.

## A PASSING GAS DOG...



...clears the room of boring house guests on command.

## A WHEEZING NOSE DOG...



...enables you to sound really out of it when calling in sick.

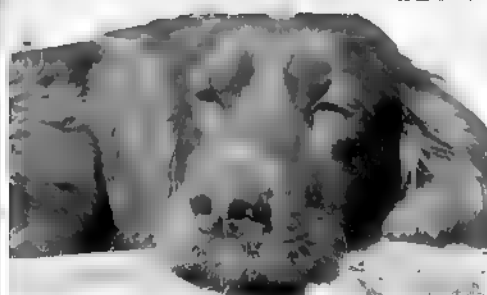


IS THERE AN ADOPTER IN THE HOUSE? DEPT.

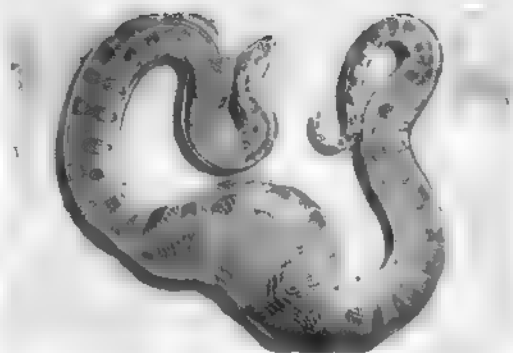


# THE PET PEDDLER

**YOUR ONE-STOP SOURCE FOR ADOPTING THE ANIMALS  
OTHER PEOPLE EVENTUALLY GOT SICK OF**



**IRISH SETTER, 23** No need to care for him 24/7, since he tends to wander off for days at a time. Not much of a "pet," really. Answers to the name of "Get your butt off the couch, you worthless mongrel." 555-4567



**POT-BELLIED PYTHON, 6** We don't know what sort of pet is in his stomach, but we will throw it in for free! 555-6294.



**JACK RUSSELL TERRIER, 5**  
Can do an amazing assortment of tricks: fetch ball, roll over, make Statue of Liberty disappear, etc. 555-0033

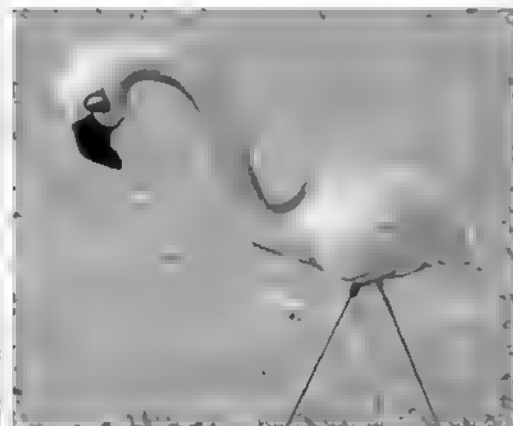
**LORIKEET, WAS 15** Excellent taxi-derry job. Makes no mess, doesn't squawk at night. Great for recreating that Monty Python "Pet Shop" skit with your geek friends. 555-8008



**FORMER LAB RAT, 2** Has five different types of cancer. Loves NutriSweet, aspartame, MSG. Must have chemo each week. 555-6954



**HELPER CHIMP, 8** Has served the disabled for five years. Can prepare meals and operate a standard VCR (though, unfortunately, has great love for Steven Seagal films). Dabbles in playwriting, currently working on Shakespearean tragedy with 999 other chimp collaborators. 1-800-555-9008



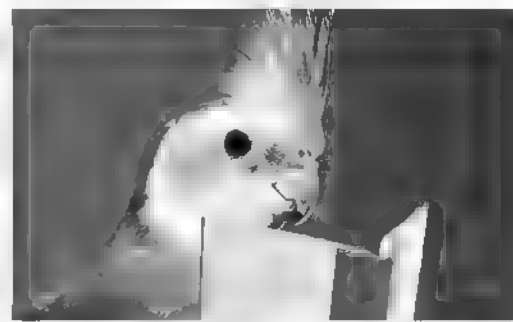
**FREE-RANGE LAWN FLAMINGO**  
Sturdy aluminum, has had all shots and been spayed. Free to good home. 555-0011



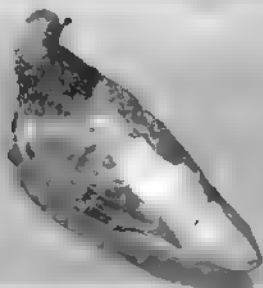
**RODEO BRONCO, 3** So your whining little daughter wants a pony, does she? She'll shut up real quick after a ride on Ol' Rowdy! 1-853-555-8000



**SHEEPDOG, 5** Loving and diligent. Favorite foods include mutton and lamb chops. 555-0345



**COCKATIEL, 7** Highly intelligent, approx. 10,000 word vocab. Stubby can't actually speak any of the words, but he does know them. Trust me. 555-4381



**PIGEON, 3-6ish** Tri-colored (light gray, gray, and dark gray). Millions more where he came from, like in your backyard. That's not my problem...getting rid of this one is! (555) 800-9000

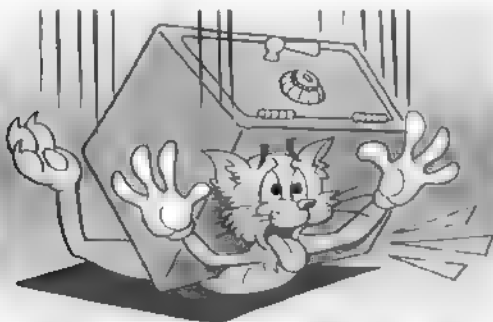


**UNTAMED PIT BULL, 5** Named "Fluffkins." Loves people, especially when they're smothered in ketchup. 555-0065

**SMALL, YAPPING ANIMAL, 4** Yorkshire terrier, maybe ferret, or possibly a lemur. Very cute and loving, whatever it is. 555-6700



**SEEING EYE GREYHOUND, 7** Perfect for the blind sprinter. 555-1800



**CARTOON CAT, 5** Can withstand dynamite, falling pianos and being pushed off cliffs. 1-500-555-1967 (Ask for Hanna or Barbera.)

**HALF-PARROT/HALF-VULTURE, 4** Affectionate, talks a lot, mostly about death. 555-2301



**SPONGE, 23** Bright red, a colorful addition to any aquarium. Also handy for wiping up minor spills. 555-0033

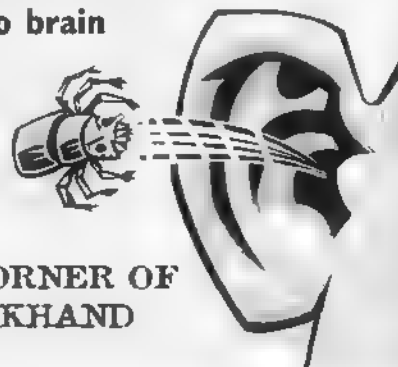
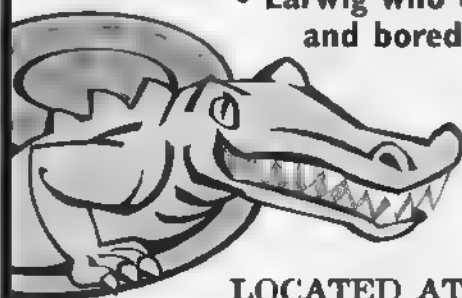


**RHINO, 10** Toilet-trained, reasonably housebroken. Horn is artificial, because I ground up the real one to use as an aphrodisiac. I think it's working myself, but my wife begs to differ. 555-5798

## URBAN LEGEND PET SHOP

**COME IN FOR OUR OCTOBER SALE ON HARD-TO-FIND ANIMALS!**

- Alligators found in sewers
- Rats thought at first to be Chihuahuas
- Pythons that came out of toilet bowls
- Jackalopes
- Spiders from beehive hairdos
- Poodles put in microwaves to dry off
- Cobras found in Persian rugs
- Gerbils of the stars...well, you know
- Cat who sucks the breath out of babies
- Doberman who choked on the hand of a burglar
- Earwig who entered person's ear and bored hole into brain



**LOCATED AT THE CORNER OF SHERGOLD & HOOKHAND**





No one knows what happens to us when we die — or, for that matter, when our pets die! After all, life is fragile — especially when you can be offed just by eating a Snickers bar! Anyway, it got us thinking about Doggie Heaven (not the hot dog place on Main Street, although we think about that place a lot, too...). The point is, no matter how many legs you walk on, we can't be sure what awaits us in the afterlife, but we can at least get an idea, thanks to what was...

# Overheard in Doggie Heaven

WRITER JEFF KRUSE ARTIST PAUL COKER, JR.

EVERYONE JUST ASSUMES THAT A **DALMATIAN** MUST HAVE DIED **HEROICALLY** SAVING SOMEONE FROM A **FIRE**—BUT IN MY CASE, IT WAS ONE TOO MANY **BRATWURSTS**.

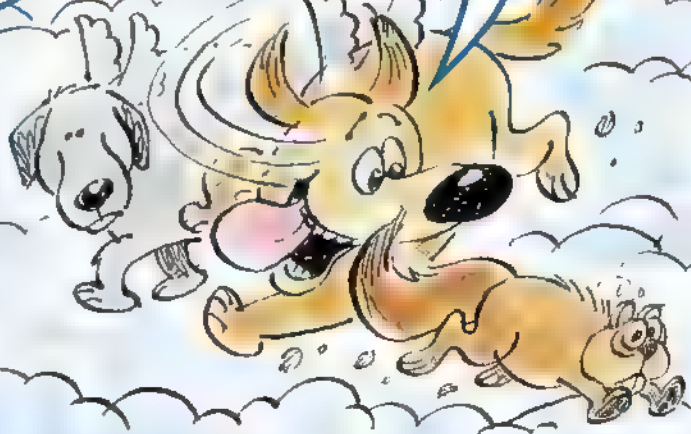
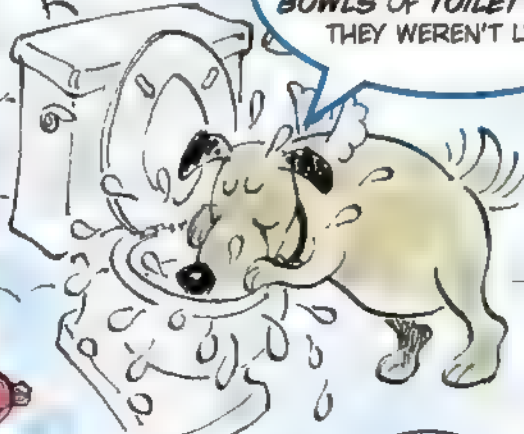
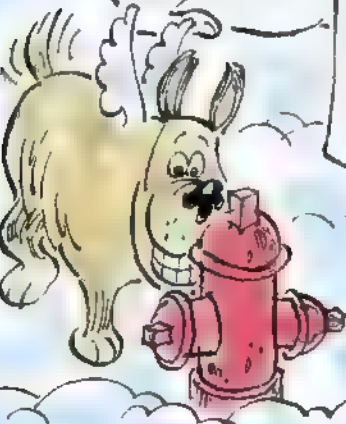
MY PARENTS TOLD ME THAT **PARADISE** WOULD HAVE **BOTTOMLESS BOWLS OF TOILET WATER**. THEY WEREN'T LYING!

I'LL BET HE'S **REALLY TIRED** OF HEARING HOW HIS NAME IS **"DOG"** SPELLED **BACKWARDS**.

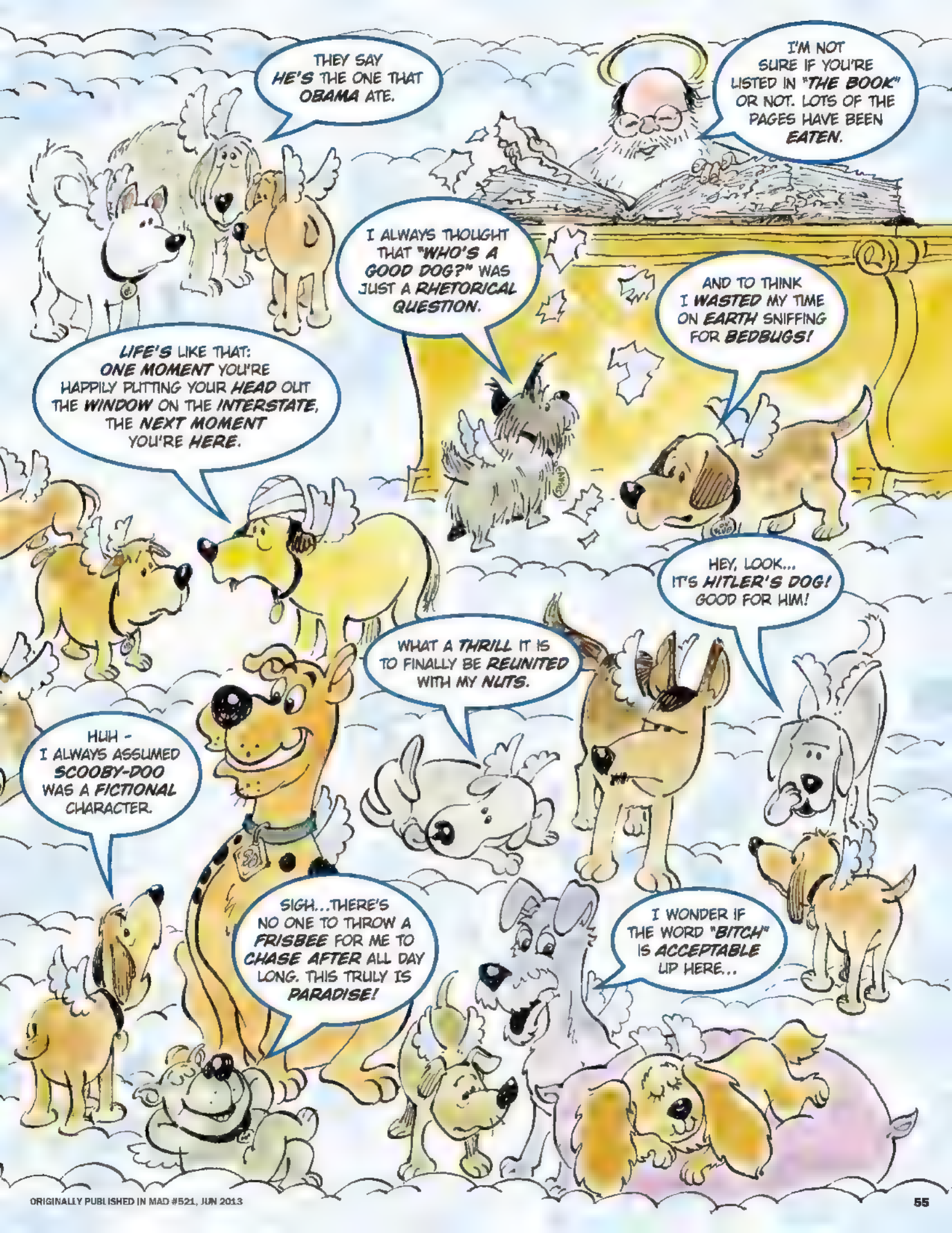
**ETERNITY** MUST BE **REALLY LONG** IN **DOG YEARS**!

I JUST HOPE THAT **CRAZY OLD LADY** DOESN'T TRY TO **CONTACT** ME BY **OUIJA BOARD**.

I SUPPOSE THE DOCTRINE OF **PREDESTINATION** IS **FLAWED** FROM A **PURELY TELEOLOGICAL** STANDPOINT, BUT... HEY LOOK, A **SQUIRREL**!







THEY SAY  
HE'S THE ONE THAT  
OBAMA ATE.

I'M NOT  
SURE IF YOU'RE  
LISTED IN "THE BOOK"  
OR NOT. LOTS OF THE  
PAGES HAVE BEEN  
EATEN.

I ALWAYS THOUGHT  
THAT "WHO'S A  
GOOD DOG?" WAS  
JUST A RHETORICAL  
QUESTION.

AND TO THINK  
I WASTED MY TIME  
ON EARTH SNIFFING  
FOR BEDBUGS!

LIFE'S LIKE THAT:  
ONE MOMENT YOU'RE  
HAPPILY PUTTING YOUR HEAD OUT  
THE WINDOW ON THE INTERSTATE,  
THE NEXT MOMENT  
YOU'RE HERE.

HEY, LOOK...  
IT'S HITLER'S DOG!  
GOOD FOR HIM!

WHAT A THRILL IT IS  
TO FINALLY BE REUNITED  
WITH MY NUTS.

HUH -  
I ALWAYS ASSUMED  
SCOOBY-DOO  
WAS A FICTIONAL  
CHARACTER.

SIGH...THERE'S  
NO ONE TO THROW A  
FRISBEE FOR ME TO  
CHASE AFTER ALL DAY  
LONG. THIS TRULY IS  
PARADISE!

I WONDER IF  
THE WORD "BITCH"  
IS ACCEPTABLE  
UP HERE...



# WHAT IF DOG WAS ONE OF US?

WRITER & ARTIST KENNY KEIL



ORIGINALLY PUBLISHED IN MAD #520, APR 2013



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**WHAT MENACE  
FROM ABOVE  
DOES SUPERMAN  
HAVE TO CONTEND  
WITH NOW?**

## **HERE WE GO WITH AN ALL-NEW MAD FOLD-IN**

The citizens of Metropolis have long been grateful to Superman for his protection against the various calamities, disasters, invasions, and other malicious acts perpetrated by unscrupulous super villains. However, there is a new threat from above that could impact them like none have before—and Superman may be powerless to stop it. To see what that is, fold in as shown.

**SWIPE FROM B TO A TO FOLD**



**SUPERMAN PATROLS THE SKIES OVER METROPOLIS WITH HIS SUPER  
DOG, KRYPTO. TOGETHER THEY BATTLE CUTTING EDGE TECHNOLOGY  
DESIGNED BY DEVIOUS SUPER VILLAINS. THEY CAN NEVER BE TOO  
VIGILANT, ESPECIALLY WHEN FACING A THREAT SUCH AS THIS.**



**WRITER & ARTIST JOHNNY SAMPSON**





6:01 pm

add warm water ...  
and stir a minute



6:02 pm

things happen fast —  
now Doggy is dying  
to go for a walk



# World's only dog food that regulates your doggy *(right in the bow-wow-el!)*

No more interruptions: New Doggy Train fixes it  
so you can watch your favorite TV show in peace.

No more emergencies: New Doggy Train eliminates  
any sudden barking or scratching during the night!

Just add water... and your dog is ready to go for  
a walk in one minute—at your convenience, not his!

**NEW DOGGY TRAIN** shows him who's boss!





**WHAT MENACE  
FROM ABOVE  
DOES SUPERMAN  
HAVE TO CONTENT  
WITH NOW?**

**SWIPE FROM B TO A TO FOLD**



**A B**



**SUPER  
DOGGY  
DOO**

**A B**